

# BUTANE-PROPANE

## *News*

Headquarters for L.P. gas Information Since 1931

OCTOBER 1955

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OCT 7 1955

Sell LPG for - - -

Tar Kettles

Cactus Burning

Steam Generation

**STACK TECHNOLOGY**

FIFTY CENTS PER COPY

### WARRENGAS MEMO:

*Our new business building service  
and big national consumer  
advertising program for 1955  
are specifically designed to help  
Warrengas Distributors build  
more business... You can get  
the full story from our  
nearest sales office.*

#### SALES OFFICES

LOUISVILLE, KENTUCKY

ST. LOUIS, MISSOURI

FT. WORTH, TEXAS

NEW YORK, N. Y.

MADISON, WISCONSIN

MOBILE, ALABAMA

HOUSTON, TEXAS

MIDLAND, TEXAS

OMAHA, NEBRASKA

COLUMBIA, SOUTH CAROLINA

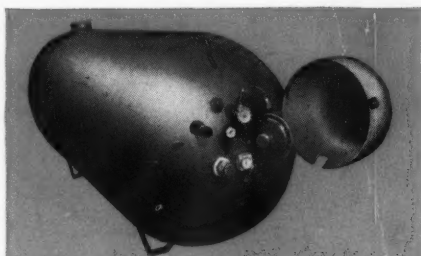
TAMPA, FLORIDA

**WARRENGAS**  
*the Concentrated fuel*

**WARREN PETROLEUM CORPORATION**  
TULSA, OKLAHOMA



## Service Stops Go Easier, Quicker with Hackney LP-Gas Systems



Your choice—of end-connected systems (shown here) or shoulder-connected systems (shown above) in any size.



Streamlined domes—one-piece construction with no seams where rust can start—extra-heavy for complete valve protection.

Quality fittings always work smoothly...conveniently grouped on shoulder or end of tank for easy servicing...it's no wonder tank truck drivers spend less time per stop at Hackney Systems—make more stops per day.

### Additional Reasons for Choosing Hackney Systems...

**Ready for use**—furnished with all fittings and gauges—all of good quality. Thoroughly cleaned and dried. Painted with a tough, long-lasting coating.

**Fully tested and inspected**—meet ASME Code and NBFU regulations—listed by UL. Welds are X-ray controlled for soundness and uniformity. Hydrostatically tested.

**The size you need**—standard capacities of 250, 499, 640, 855, 995, 1135, 1199, 1745, 2550 and 3360 gallons. Other sizes to order.

Send today for additional information.

## Pressed Steel Tank Company

Manufacturer of Hackney Products

1487 S. 66th St., Milwaukee 14 • 52 Vanderbilt Avenue, Room 2099, New York 17  
• 227 Hanna Bldg., Cleveland 15 • 936 W. Peachtree St. N.W., Room 112, Atlanta 3  
• 208 S. LaSalle St., Room 790, Chicago 4 • 552 Roosevelt Bldg., Los Angeles 17 •  
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Downingtown Iron Works, Inc., Division, Downingtown, Pennsylvania

LP-GAS CONTAINERS FROM ONE POUND TO 30,000 GALLONS





# Serve Better—Profit More

## Rockwell LP-Gas Meters

There are many *money saving, business building* advantages in metering. For example, you can route your trucks on a planned schedule without back tracking. You can pipe several services from a single large tank. And for real economy you can use customers' tanks to increase your storage capacity. New and old LP-Gas users are attracted to metered service. It's a powerful selling point. Get full details now. *Write*

### ROCKWELL MANUFACTURING COMPANY

PITTSBURGH 8, PA. Atlanta Boston Charlotte Chicago Dallas Houston Los Angeles  
Midland, Texas N. Kansas City, Mo. New York Philadelphia Pittsburgh San Francisco  
Seattle Shreveport, La. Tulsa



YOU CAN RELY  
ON ROCKWELL



# BUTANE-PROPANE

**NBP**

## News

VOLUME 17 • NUMBER 10

### Contents

Urban System Built Around Multiple Meter Arrangement.....	35
<i>Grier Lowry</i>	
How I Sell Gas for Tar Kettles .....	37
<i>Byron Venis (as told to L. Doyle Peck)</i>	
Prickly-pear Burning Pulls Ranchers Through Droughts.....	40
<i>Ruel McDaniel</i>	
A Penny Saved May Be Three Pennies Earned .....	43
Introduc' Propane Pete .....	47
Episode No. 1: Pete and the Frozen Moose	
Episode No. 2: Pete Saves a Lady in Distress	
<i>J. Walter Thompson</i>	
National Safety Council Offers Broad Range of Aids for LPG Operator .....	52
Opportunities for Many Profitable Industrial Applications Are Knocking .....	58
Know Your Industrial Markets — Part 7: Small Industries' Monthly Load Potential Great for LPG Sales.....	64
<i>John C. Abram</i>	
Utilities, LPG Dealers Team Up to Promote GAS! .....	70
How to Make a Sale in 4½ Steps and Nine Ways to Close the Order .....	74
<i>Adapted from a talk by Al Robertson</i>	
How to Plan Successful Advertising Part 7: Profitable Radio Advertising .....	86
Part 8: Coordinate Advertising Efforts as a Team .....	90
<i>A. D. Burroughs</i>	
<b>Power</b>	
Motor Fuel Service Expands South of the Border .....	147
<i>Robert N. Jones</i>	
LPG-Fueled Forklifts Keep Air Pure in New Ford Plant.....	154
<i>Max Barbour</i>	
Italian Carburetor May Revolutionize That Country's LPG Market .....	159

### DEPARTMENTS

Advertisers Index .....	164	Letters .....	29
Associations .....	134	New Products .....	94
Beyond the Mains .....	31	News .....	104
Calendar .....	144	Power .....	145
Classified .....	161	The Trade .....	124



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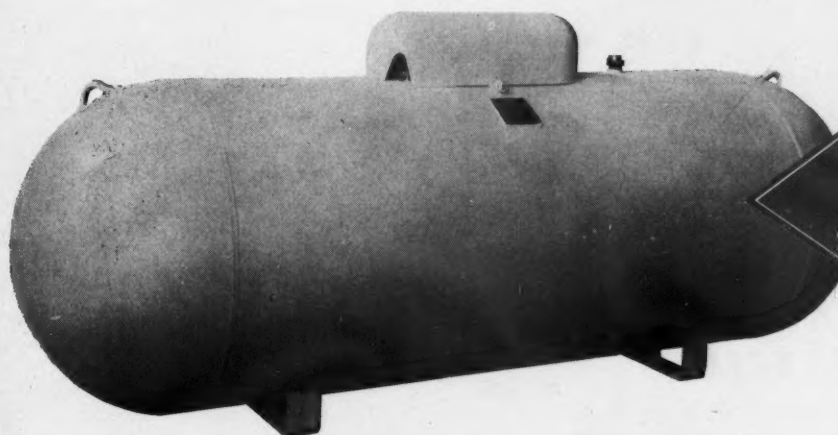
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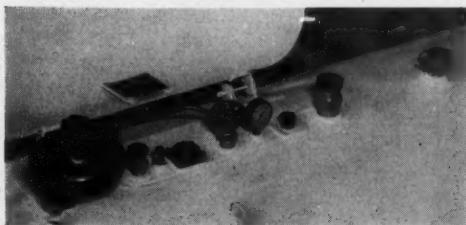
presents  
the **Completely New**



**LPG  
SYSTEM**

Fabricated in accordance with ASME  
1952 code, 250# psi working pressure

**New...Brand New...from Legs to Hood!**



These Flint LPG tanks are *really* new!  
New streamlining . . . new individual fittings . . . everything . . . assure you of the best you can buy!

- Accessible individual Rego Fittings
- Gallonage-Type Gauge • One-piece Deep-Drawn Hood • Heavy Lifting Lugs
- Extra Heavy Reinforced Legs • UL Approved

SPECIFICATIONS			
WATER GALLONS	DIAMETER	OVERALL LENGTH	SHIPPING WEIGHT (Approx.)
250	30"	92"	700#
330	30"	116"	825#
500	37"	120"	1250#
1000	41"	193"	2550#



**MEMPHIS  
TULSA**

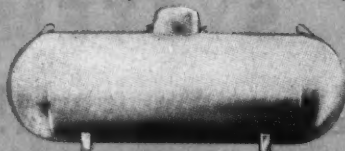
**ANCO**  
MANUFACTURING & SUPPLY CO.  
21st & So. Union • TULSA • LUther 4-6187  
Omaha • Minneapolis  
East St. Louis



# BIGGEST LP-G YEAR EVER COSTS WITH **Nor-Tex** HIGH They Earn More! They Cost Less!



The Nor-Tex Payload Special is built especially for profit-minded LP-Gas dealers. Like all Nor-Tex "Package Units" the Payload Special is specially fitted for the job it has to do—from the tank right on down to the wheels and tires! Immediate delivery can be had on this popular Nor-Tex Unit (1250 WG to 2400 WG) mounted on new International Harvester, Ford, Chevrolet or GMC chassis... completely equipped and ready to go! It includes features not found in any other combination. It's skirted, plumbed and perfectly balanced with roomy, double door cabinets having ample space in either cabinet to house hose reel and meter. It comes complete with Viking KK 200 Pump with Mechanical Seal, 50' Filler Hose, ICC Lights, Power Take Off with Spline Jack Shaft. The finish is white enamel over red oxide.



**POPULAR NOR-TEX STAR  
Domestic Tanks**

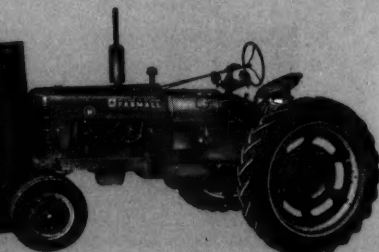
Immediate delivery on one or truck load lots. Every custom designed Nor-Tex Star is fabricated to rigid specifications and double tested. They exceed national, state and local requirements. Each tank is smoothly finished and aluminum painted over red oxide. These are the safest, finest quality tanks you can buy.

WRITE, WIRE  
OR PHONE  
FOR PRICES



National Sales Agents for

**SELL**  
Profitable Tractor  
Conversions



## PREPARE NOW to Serve this Rich, New LP-G Market

Conversion business is booming! Users report up to 60% savings on fuel... Consumption reduced to 80%... Engine wear reduced 75%... 2 to 1 engine life ratio... Oil dilution and carbon deposits eliminated... Repairs slight... Replacement of parts practically nil! TELL these advantages of LP-Gas in Internal Combustion Engines and you'll SELL conversions of all types of mobile and stationary equipment. You can buy a custom-built Nor-Tex fuel tank at a "production line price" complete with mounting brackets and fittings. Just bolt it on and connect it up.

**BALANCE YOUR LOAD THE**

# NORTH TEXAS



# RAHEAD! SLASH DELIVERY FLOW PIPING "Perfectly Balanced" UNITS!

**s! They Do the Job Quicker and Easier!**

Order now the Nor-Tex delivery units you'll certainly be needing this Winter to meet the greater customer demands. Be ready for this "greatest year in LPG History." Nor-Tex High Flow Piping units are famous for loading and delivering LP-Gas faster. Every "Package Unit" is "Perfectly Balanced" and built by men with years of bulk plant experience. Their "know how" has included every convenience . . . every safety feature in these internationally popular Nor-Tex models. That's why they'll save you more time and money all down the line.

**EXTRA SAVINGS** on Complete Nor-Tex Pipe-It-Yourself "Package Units" — Nothing More to Buy!

BUILT BY MEN WITH  
YEARS of BULK PLANT  
**DELIVERY  
EXPERIENCE**

## MANUFACTURERS OF FINE LPG EQUIPMENT

Whatever your needs in LPG equipment there is a factory tailored Nor-Tex unit ready for you! We manufacture LPG Truck and Transport Tanks, and we are truck distributors. We manufacture all types of LPG Tractor and Motor Fuel Tanks, Portable LPG Filling Stations and Trailer Tanks, LPG Storage and Domestic Tanks, Farm Carts and Anhydrous Ammonia Tanks, all built by men with years of Butane-Propane bulk plant experience. Phone, wire or write us. Interested attention, experienced assistance and helpful suggestions are always yours for the asking.

**WE ARE AUTHORIZED TRUCK DISTRIBUTORS**



**STANDARD TWIN**

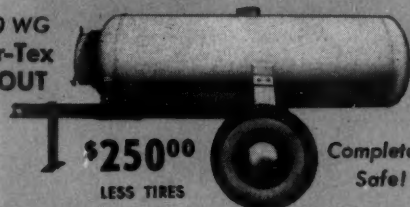
Every Unit Priced  
Completely Equipped  
and Ready to Go . . .  
Excise Tax Paid.

**Nor-Tex  
LOW COST  
Financing**  
A PLAN TO MEET EVERY NEED

## FARM CART Spots Your Fuel Where You Need It

The Nor-Tex Scout is easy to "spot" with car, truck or tractor. Complete with recessed relief valve. 12 1/2' delivery hose, 3/4" OIC valve and hose coupling. Mounted on a heavy duty axle with standard Chevrolet hub and 15" wheels.

**300 WG  
Nor-Tex  
SCOUT**



**DELUXE TWIN**

What Nor-Tex Fleet Owners Say — "With NOR-TEX equipment we deliver more gas at a lower cost with no wasted time! In 10 minutes we fill a 1500 WG Bobtail . . . 150 GPM. With only the 'slightly-over idle' sound of the motor the Neptune meter registers 30 GPM as we quietly fill customer tanks. Drivers love their complete accessibility, perfect balance, easy handling and safety features." — Lester Senty, Owner and Merle Sacia, Manager, Tru-Gas Company, LaCrosse, Wisconsin.

**NOR-TEX WAY — FINANCE THE BALANCE**

# TANK CO.

P. O. BOX 1219  
DENTON, TEXAS  
CENTRAL 5416

# Caloric®

teams up with

## Arlene Francis

on the big **NBC-TV**  
network show

**HOME**

right through the heart  
of your best  
selling season!

**Yes, it's the most spectacular advertising and promotion campaign in the entire gas range industry**

Coast-to-coast television! A popular show! An exciting TV personality! This powerful advertising combination will be selling Caloric Ranges this fall. Yes, every Wednesday, beginning September 21st and continuing for 8 full weeks through November 9th, Caloric gas ranges will be shown and demonstrated by ARLENE FRANCIS herself on her famous HOME show. Over two million interested housewives in major U.S. cities will be at their television sets, watching every move, hearing every word. It's the most exciting and comprehensive promotion Caloric has ever undertaken. It's designed to offer you powerful support throughout the whole fall season, to help you sell MORE Caloric ranges in Fall, 1955.



## BE SURE TO TIE IN WITH YOUR OWN LOCAL ADVERTISING

This all-star campaign can be super-successful with your own local advertising and promotion support. Caloric gives you all the help you need with complete promotion aids. Everything from billboards to newspaper mats, to help you catch the thousands of women in your area who will see Caloric demonstrated by Arlene Francis on the HOME show. Ask your Caloric representative, or mail this coupon.



### EXCITING "HOME" WINDOW DISPLAYS

Jumbo HOME displays showing the whole Caloric line. They tie in with the John Wayne display featuring the "Old Range Round-up" that fits on the backguard of your Caloric Range.



### CALORIC 1955 MERCHANDISER

This 40 page book is your promotion bible. It contains information on every form of advertising you need. If you don't have one already, ask your Caloric Salesman for yours, or write us direct.



### RADIO SCRIPTS TELEVISION SPOTS

Scripts for either one-minute or 20-second radio announcements available without charge. Separate TV films on each range model are also available.



### NEW "HOME" DOUBLE EASEL

One side tells the whole Caloric story in full color. The other side is attractively printed in turquoise and black with picture of Arlene Francis.



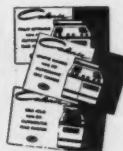
### TIE-IN MATS

2- and 3-column ad mats to give your store the benefit of Caloric's national advertising. Mats for every range model.



### NEW "HOME" WINDOW STREAMER

Eye-catching displays for your windows. They'll let HOME viewers know that YOU are Caloric headquarters for your area.



### DIRECT MAIL

Conduct your own local direct mail campaign with colorful and inexpensive postcards and folders. Use them as point-of-sale give-aways too.



### NEW "HOME" GUMMED STICKERS

2" x 4 1/2" and handsomely printed. Put them on your Caloric ranges. They'll remind your customer that she's seen the range on the HOME show.



### OUTDOOR BILLBOARDS

For the biggest ads in town, order from several styles of billboards. They can put your store on the map in a hard-hitting way.



### ALEXANDER FILM STRIPS

Show them in full color at your local theaters, to local customers. Your identification, right on the film, can make it a real sales-builder in your community.



### TELEPHONE LISTINGS

Caloric pays for a one-inch heading in your local classified telephone book. Don't miss this inexpensive opportunity of keeping your name and Caloric's name in the public eye.

**CALORIC APPLIANCE CORPORATION**  
TOPTON, PENNSYLVANIA

RANGES  
DRYERS  
BUILT-IN UNITS  
DISPOSERS

Please send me information on how I can tie in with Arlene Francis and "HOME"

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



# BEST

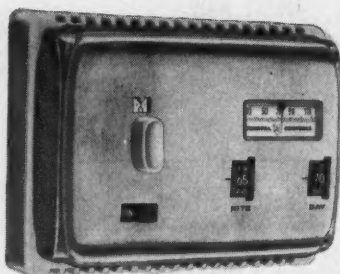
15  
YEARS  
AGO.....

STILL  
**BEST**  
TODAY!

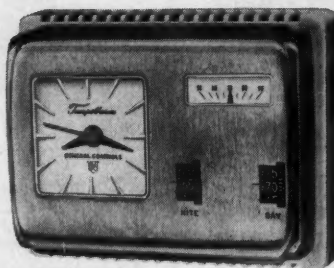
...Feature

General Controls

self-powered



**T-265 Timer Thermostat**—automatically switches from night level to day level after expiration of selected interval which is manually set by spring-type timer.



**T-270 Tempotherm**—combination clock thermostat switches from day to night temperatures absolutely automatically. Set it—like a clock—and forget it!



**T-99 Thermostat**—mercury switch design, hermetically sealed contacts.  
**T-80 Thermostat**—thermopile contacts, especially sensitive for "straight line" temperature control.

## WHY SELF-POWERED CONTROLS ARE GOOD:

- 1 **Customers appreciate low cost installation**—and the savings made possible by its design simplicity—two parts, no special wiring, no special mounting.
- 2 **Customers are completely satisfied with quiet operation**—and you are saved the time-consuming service calls and "headaches" of noise complaints.
- 3 **Customers have no power-failure problems**—whatever the weather does to regular power lines, this self-contained system goes right on delivering uninterrupted comfort.
- 4 **Customers save on service calls**—B-60 valve automatically recycles after minimum pilot condition has been corrected. Main line shutoff if pilot should go out.

## WHY GENERAL CONTROLS' B-60 SYSTEM IS BETTER!

- 1 **You know it's best by actual test**—that is guaranteed by 15 years of field performance covering hundreds of thousands of service-free installations.
- 2 **Your installation problems are gone**—the simplified wiring block is on top of the valve. Terminals are always easy to get at. No special wiring or mounting.
- 3 **You can count on top performance all the time**—with the powerful 700 millivolt generator and stable blue-flame pilot for reliable operation in the roughest installations.
- 4 **You have no "Lint-plug" worries**—General Controls "Snorkel" design completely eliminates lint interference, makes those difficult "above the floor" jobs truly worry-free.



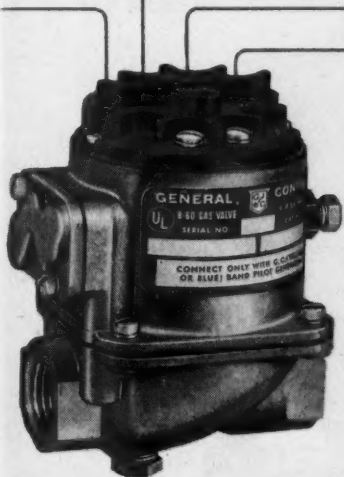
re by feature, point by point...

Is famous B-60 is the best

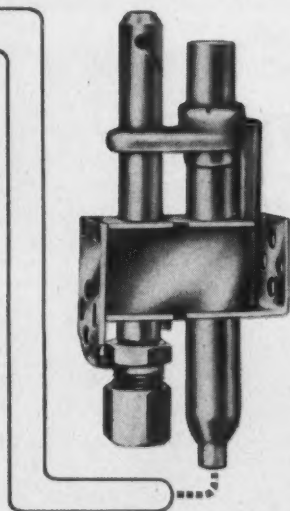
ed gas control system money can buy!

The original...first and still foremost...

## B-60 self-powered gas control system



**B-60 Self-powered Gas Valve** operates silently from power supplied by pilot; provides gas in response to thermostat and automatically shuts off for safety if pilot goes out. Space-saving, multipositioned models available.



**PG-9 "Snorkel" Pilot Generator**—does triple duty: eliminates lint problems, provides blue-flame ignition, and generates 700 millivolt power to operate entire control system.

No outside current required! No power-failure service calls! Quiet operation with accurate temperature control and positive safety! These are the performance features which electrified the heating industry with the introduction of the revolutionary B-60 Control System 15 years ago. And today—proved by hundreds of thousands of trouble-free applications ... the famous General Controls B-60 system with its 700 millivolt pilot generator still fits by far the greatest range of applications—still stands *first and foremost* in the heat control field!

General Controls

*self-powered*

**B-60**

System



General Controls outstanding B-60 control system is custom-matched to the famous line of General Controls room thermostats... distinguished alike for their style and performance... available in mercury, snap-action, and thermoposed designs for accurate, straight-line temperature control. Your best guarantee of customer satisfaction.

**GENERAL CONTROLS**

MANUFACTURERS OF AUTOMATIC CONTROLS FOR HOME, INDUSTRY AND THE MILITARY

**GENERAL CONTROLS • PERFEX CONTROLS**

40 FACTORY BRANCH OFFICES SERVING THE UNITED STATES AND CANADA

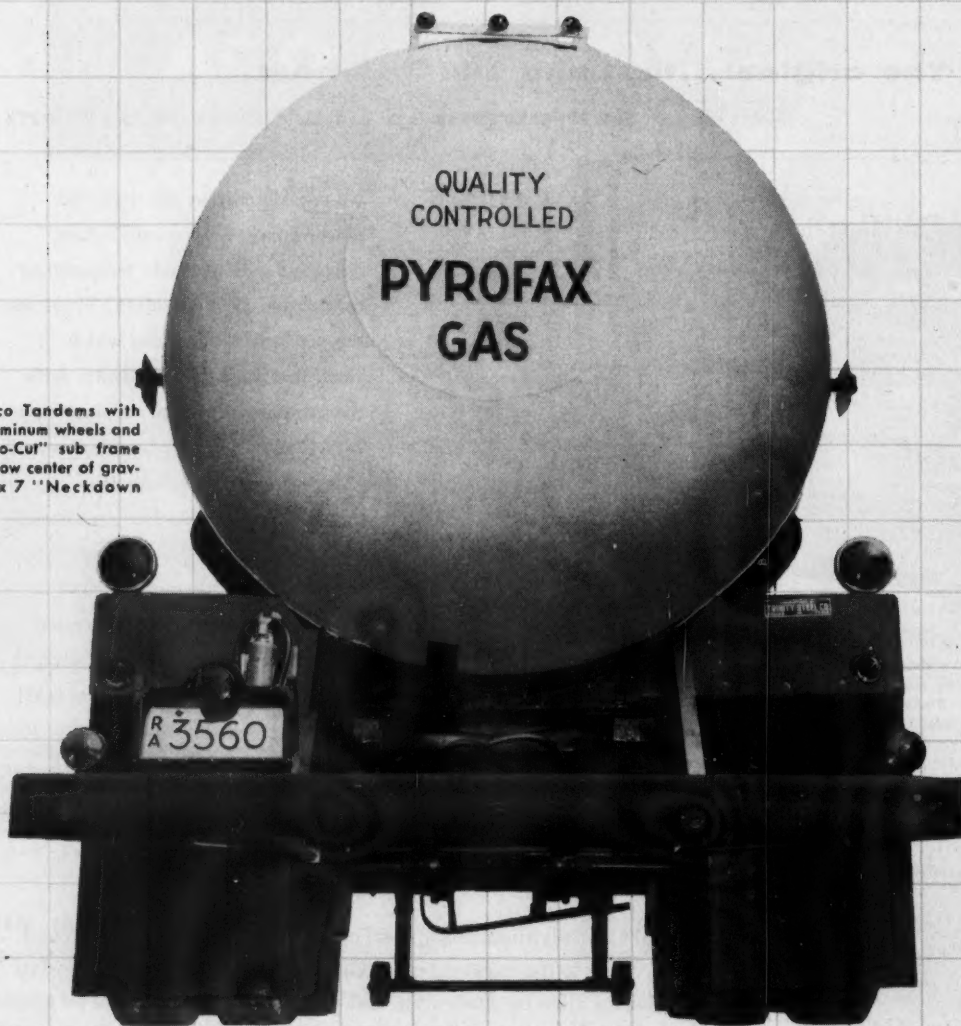
FIVE PLANTS: IRON MOUNTAIN, MICHIGAN •  
GLENDALE, CALIFORNIA • BURBANK, CALIFORNIA •  
SKOKIE, ILLINOIS • GUELPH, CANADA

OCTOBER, 1955

# Trinity makes them bigger

Nobody, but nobody can fabricate greater capacity product haulers than Trinity. Through *Trinity's* precision engineering and availability of new high tensile steels, both our "Blimps" and 6 x 7 "Neckdown Blimps" are being fabricated approaching tank car capacity (legally).

New Reyco Tandems with forged aluminum wheels and special "Lo-Cut" sub frame to permit low center of gravity on 6 x 7 "Neckdown Blimps."



## the NEW TRINITY STORY

Write today for your beautiful 16-page booklet covering the entire Trinity line of truck tanks, storage tanks and transports.

ASK US about financing your new trucks—25% down—24 months at 5% per year.



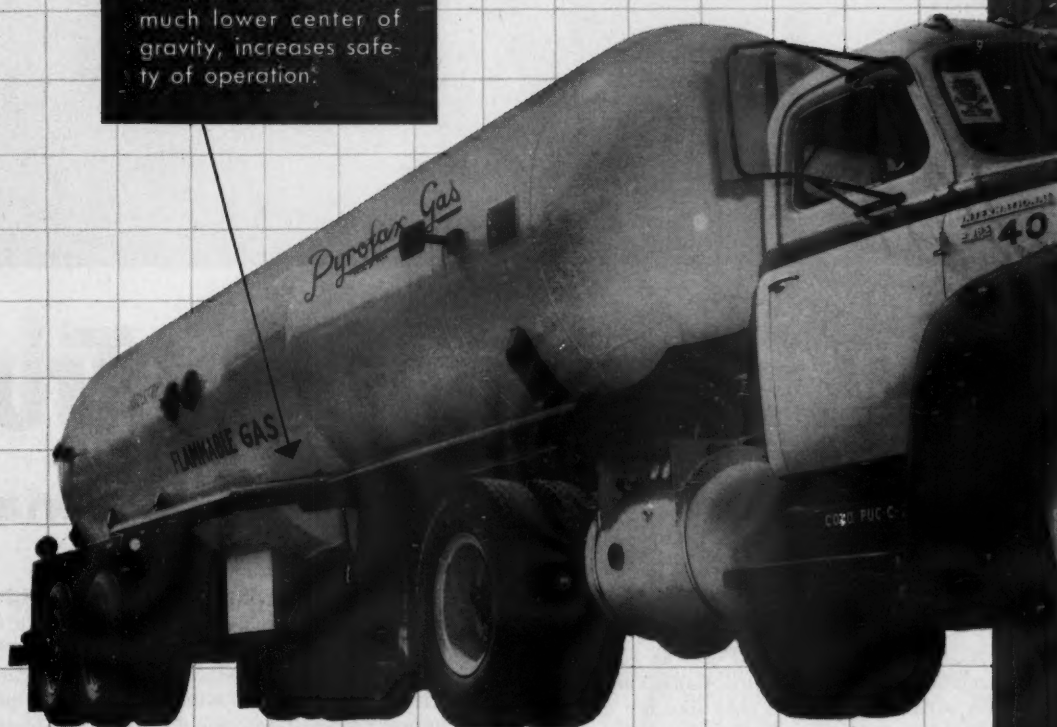
3301 SOUTH LAMAR STREET •

# UP TO TANK CAR CAPACITY (IN STATES WITH 70,000# G.V.W. OR MORE)

Consult your local Tractor Supplier for recommendations for tractors capable of handling greatest payload in your operating range.



The transition makes the difference—Permits much lower center of gravity, increases safety of operation.



7450 W. G. 6 x 7 Neckdown Blimp fabricated for Pyrofax Gas. Corp.



**TRINITY STEEL COMPANY, INC.**  
EVEREADY GAS SYSTEMS

DALLAS, TEXAS

Hunter 8321

OCTOBER, 1955





# Now..Hackney Lift Truck

**Open up a promising new market**

## **Lift Trucks...the Next Big Market for LP-Gas**

Many fork and lift truck operators are just now learning about the advantages of LP-gas as a motor fuel. They are enthusiastic about the dollar savings possible with this superior fuel. And they like the absence of objectionable exhaust fumes, because their trucks are so often used indoors.

Here's a promising new market for expanding your LP-gas sales. You'll find lift trucks operating in most any sizable factory, plant, warehouse, terminal or shipping room. And you'll find it convenient and profitable to service this growing market with Hackney cylinders and fuel tanks especially designed for lift truck applications.

## **Hackney Pioneers Again**

Remember, Hackney Cylinders are backed by the skill and experience of Pressed Steel Tank Company—the

company which has manufactured more LP-gas cylinders than any other—the company which introduced the first two-piece drawn cylinder in 1932—which made the first lightweight cylinders fabricated of high strength steel—and which continually pioneers in improving cylinders for the LP-gas industry.

We've pioneered in developing a full line of fuel tanks and removable cylinders to meet lift truck requirements, too, and now offer three standard sizes and various models with fittings and protective collars located to meet the requirements of individual lift truck manufacturers.

## **Now Hackney Offers the Selling Help You Need**

Start developing your lift truck market right now by telling the operators in your area the basic facts about LP-gas as a motor fuel. Explain longer engine life, reduced maintenance, low fuel cost, long lube oil life,



## Hackney Lift Truck Cylinders Are Designed To Help You Sell Good Service To Your New Lift Truck Customers

- Comply fully with the requirements of NBFU Pamphlet #58, as well as ICC-4B and 4BA-240 Specifications.
- Two-piece construction, with single circumferential weld, for neatness, light weight and extra strength.
- Ruggedly constructed for years of service. Strong, protective collar safeguards the valves.
- Equipped with quality fittings, including internal relief valve and visible float gauge.
- Valves and fittings are conveniently grouped for easy, timesaving servicing.
- Thoroughly tested and inspected. Interiors cleaned and dried.
- Three standard sizes of removable ICC cylinders available for immediate delivery from stock. These are of 20, 33½ or 43½ pounds capacity (Propane), in both vertical and horizontal models. Permanently mounted ASME tanks are also available.

*Write for additional specifications*

# Cylinders

for you!

clean exhaust, BTU content, octane rating—all the advantages you know so well, but which may be welcome news to lift truck operators.

Write us today for helpful information on the specialized requirements of servicing lift truck fleets. We'll send you a list of lift truck manufacturers who now have LP-gas operated models, as well as names of

companies offering lift truck conversion equipment. We'll include ammunition on possible fuel savings in this field, a report on the experiences of well-known users, and reasons why LP-gas is especially suitable for certain conditions peculiar to lift truck operation. Address your request to the nearest branch office, or to Pressed Steel Tank Company, Milwaukee 14, Wis.



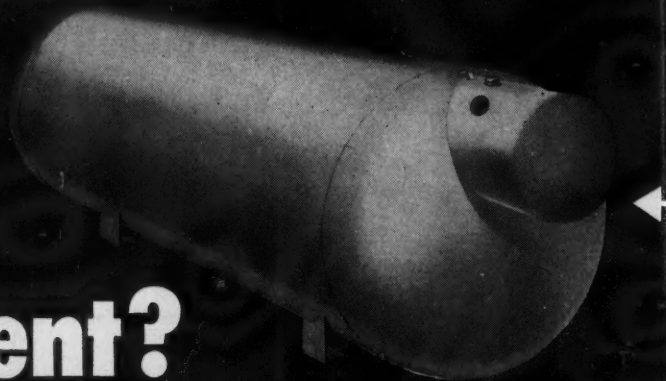
## Pressed Steel Tank Company

*Manufacturer of Hackney Products*

1487 S. 66th St., Milwaukee 14 • 52 Vanderbilt Avenue, Room 2099, New York 17 • 227 Hanna Bldg., Cleveland 15 • 936 W. Peachtree St., N.W., Room 112, Atlanta 3 • 208 S. LaSalle St., Room 790, Chicago 4 • 552 Roosevelt Bldg., Los Angeles 17 • 4550 W. Main St., Room 204, Kansas City 6, Mo. • 138 Wallace Ave., Downingtown, Pa. — Downingtown Iron Works, Inc., Division

LP-GAS CONTAINERS FROM ONE POUND TO 30,000 GALLONS

# What's your requirement?



## There's a SCAIFE FuelPack

To meet the increasing per capita consumption of LP-Gas, Scaife Company now offers the LP-Gas Industry a diversified line of both top and end operated A.S.M.E. Above Ground systems.

End operated designs are available in water capacities of 250, 285, 500 and 1,000 gallons, and top operated designs in water capacities of 250, 285, and 500 gallons.

You can rely on Scaife FuelPacks to give complete satisfaction. Only the highest quality materials . . . carefully selected for LP-Gas service . . . are used. Each unit complies with the American Society of Mechanical Engineers Code and is listed by the Underwriters' Laboratories, Incorporated.

The most modern manufacturing techniques are employed, using advanced production equipment. Every tank is subjected to exceptionally rigid quality control procedures including a hydrostatic test for structural strength and an air test for gas tightness. Dependability is assured by thorough checks conducted by qualified line and quality control inspectors.

Check the list of FuelPack advantages and you'll see why Scaife FuelPacks are becoming the choice of more and more LP-Gas men.

### 1. New 16" wide removable curb box

Permits free access to system valves and regulator during tank filling—hook-type hinge can't jam or rust.

### 2. Lightweight, high-strength steel construction

Tank heads designed for maximum strength . . . built, tested and inspected in strict accordance with the American Society of Mechanical Engineers code. Each tank carries the Underwriters' Laboratories, Inc. listing.

### 3. Extra strong lifting lugs

Each tank is equipped with two 1" wide lifting lugs of  $\frac{3}{4}$ " bar stock. Lugs are integrally-welded to the tank for maximum strength.

### 4. Easy fuel-level inspection

Serviceman or home owner may read the fuel-level gauge without unlocking or opening the curb box.

### 5. Extra-strong tank supports

Integrally welded to the tank and provided with slotted bolt holes for easy installation where bolts are required.

### 6. A tank that's shipped dry

Every SCAIFE tank is dry before it leaves the plant.



**SCAIFE COMPANY**

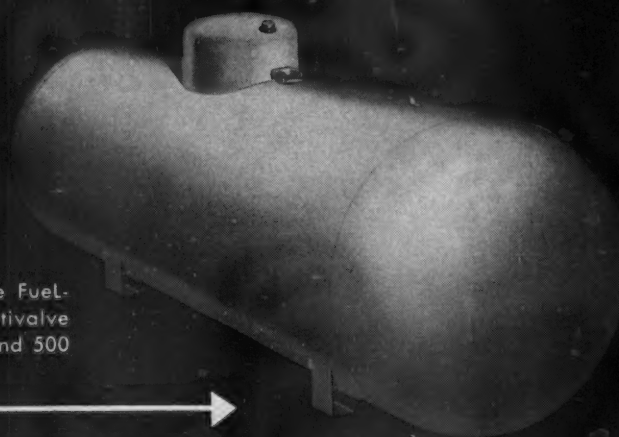
OAKMONT · PITTSBURGH DISTRICT · PENNA.

MAKERS OF PRESSURE VESSELS AND DRAWN SHAPES

SALES OFFICES:  
GENEVA, ILL.  
ATLANTA, GA.  
RIDGEWOOD, N.J.  
OAKMONT, PA.

End Operated Type EA—The Fuel-Pack equipped with multiple valves  
... available in 250, 285, 500 and  
1,000 gallon water capacities.

Top Operated Type TA—The Fuel-Pack equipped with a multivalve  
... available in 250, 285 and 500  
gallon water capacities.



## above ground system to fit your needs

### Guarantee

#### THE SCAIFE FUELPACK LIQUEFIED GAS SYSTEM

Scaife Company guarantees to the original purchaser of the Scaife Liquefied Gas System which bears the serial number below that Scaife Company will replace or at its option repair any part of the System which within one year from the date of installation proves to be defective in material or workmanship under normal use for storage of liquefied gas, normal service and pressure not exceeding the ratings shown on the name plate attached to the tank; provided the System has been installed in accordance with National Board of Fire Underwriters, state and local plumbing and building codes, ordinances and regulations; and provided the enclosed post card has been filled out, signed and mailed to Scaife Company within thirty days after installation.

No other guarantee or warranty, either express or implied, has been or will be made by or in behalf of Scaife Company with respect to the System or the installation, operation, replacement, or repair of the System; and the purchaser agrees that neither Scaife Company, nor its distributor, nor its dealer shall be liable by virtue of this guarantee or otherwise for damages to any person or property or for any labor or freight costs.

SCAIFE COMPANY

Serial No. \_\_\_\_\_

#### SCAIFE COMPANY

26 Ann Street  
Oakmont (Pittsburgh District) Pa.

Please send me a free copy of your folder, "Scaife Above-Ground Tanks."

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

### EVERY FuelPack

#### carries a written guarantee:

The Scaife Company backs up every FuelPack Tank with a written guarantee. This is the purchaser's assurance of a safe, high-quality tank that will perform efficiently and dependably over an exceedingly long service life.



# IT PAYS TO RIDE WITH THE WINNER

# Dixie

## DEALERS MAKE MORE SALES, MORE PROFITS

### DIXIE Sets The Sales Pace Sales up 35% Over Last Year

And Dixie 1954 sales were well ahead of 1953. Dixie success has been built on a policy of giving the public the most for its money. Dixie ranges are designed, built and priced for volume sales and top dealer profits. Yet Dixie quality is unchallenged. That's why Dixie sales have increased steadily year after year.

There's an unusually complete line of DIXIE Gas Ranges in four price groups — Dixiemaster, Stylemaster, Spacemaster, Budgetmaster—everyone priced for *utmost value*, with actual savings up to \$50.00 (or more) as compared with other leading makes.



NEW! A DIXIE 30" Fully Automatic Gas Range with GIANT GRIDDLE. More cooking space in the least surface area ever offered. Generous aluminum griddle (conversion grate for big fifth burner) plus four regular burners and full-width oven and broiler.

**DIXIE PRODUCTS, INC.**  
Dept. 1020 Cleveland, Tennessee

Please send latest catalog of DIXIE gas ranges, and open territory franchise information.



NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, ZONE, STATE \_\_\_\_\_

### HERE'S WHY!

- 1 Dixie Ranges offer more for the money!
- 2 Dixie quality suggests a much higher figure to the customer than Dixie's low price. Therefore she does not expect unreasonable trade-in allowances which cut into your normal profit.
- 3 Dixie dealers enjoy the advantages of Dixie competitive pricing, advertising consistency, production efficiency and engineering leadership. Dixie Gas Ranges are styled and produced to satisfy 85% of the market and give maximum net returns to the retailer.
- 4 Consistent advertising in *Better Homes & Gardens*, *American Home*, *Living*, etc. in large space and full color is telling Mrs. Consumer the Dixie Bigger Value Story! It's creating a demand for Dixie quality.

When a customer shops for value, Dixie is any dealer's best answer! You can sell Dixie with confidence.

Dixie success is not a flash in the pan. It is measured in years of consistent growth and outstanding product development... reflected in steady expansion.

# Dixie

*Fully Automatic* GAS RANGES



ONLY **BLODGETT** OVENS GIVE YOU ALL THESE

# Best Buy Features

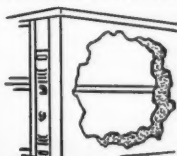
## STREAMLINED APPEARANCE

With rounded corners, flush surfaces for easier cleaning.



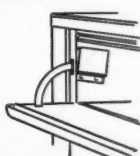
## HEAVIER INSULATION

Four inches of Fiberglass keeps kitchen cooler, cuts fuel costs.



## COUNTER-BALANCED DOORS

Sturdier, yet they open with just a flip of the fingers.



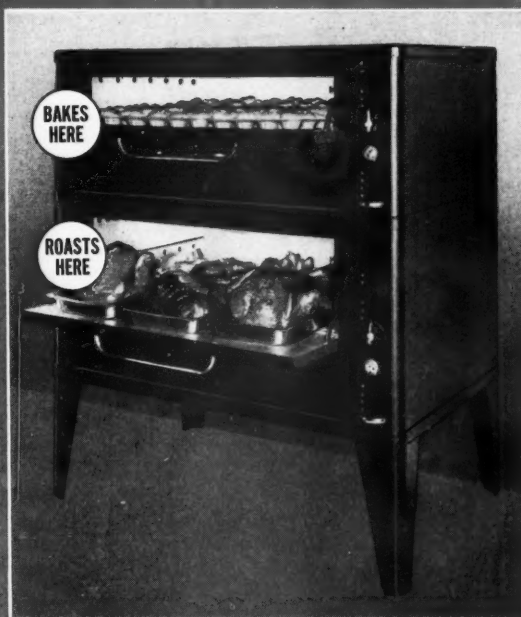
## BATTLESHIP CONSTRUCTION

Walls and frame in single rigid unit for extra durability.



## AN OVEN BUILT BY OVEN SPECIALISTS

When you buy Blodgett, you benefit from the experience, research, engineering and know-how—developed from OVER 100 YEARS OF SPECIALIZATION IN BUILDING OVENS ONLY! For baking, roasting and general oven cookery, Blodgett's built-in features give you MORE for your OVEN DOLLAR! Blodgett's proven performance . . . proven economy . . . in hotels, restaurants and institutions all over the world make **BLODGETT** your BEST OVEN BUY! Ask your dealer.



Choose from 24 Models Available in Standard Black, Gleaming Stainless Steel, and Platinum Gray Finishes.

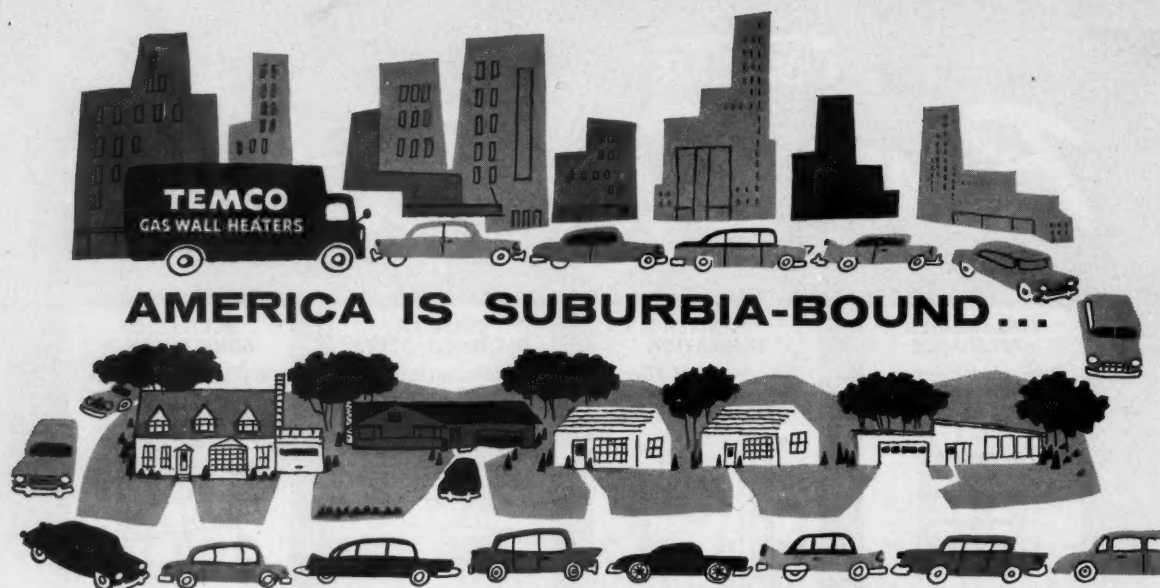
# BLODGETT

## Ovens

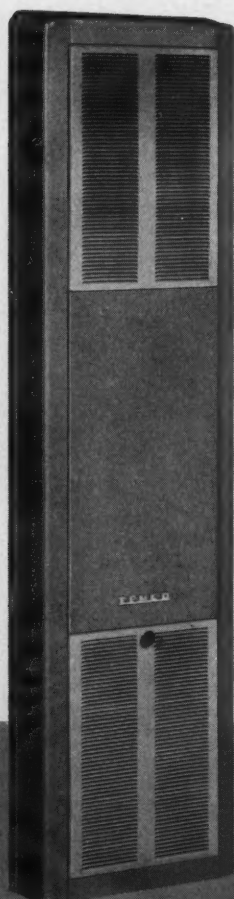
22 LAKESIDE AVENUE • BURLINGTON, VERMONT

*...and Blodgett Cooks 70% of the Menu*

A Blodgett's a natural for quantity production with a la carte quality. On its separate decks you can roast, bake, do oven cookery . . . all at the same time! There is no end to the profitable uses of a Blodgett oven.



**AND SO IS TEMCO!**



Your prospect list is growing by leaps and bounds as more and more Americans become home owners. They're migrating by the millions to the suburbs.

And even if they move out beyond the natural gas lines, they're prime prospects when you turn to Temco. For Temco's Automatic Gas Wall Heaters are precision-engineered to operate with equal efficiency on natural, manufactured, or LP gas. That means the best in low cost automatic gas heat wherever they live — suburbs, town, or country.

Temco's Automatic Gas Wall Heaters are perfect for homes with slab foundations, for upstairs rooms, for homes where floor space is at a premium. They fit right into the wall, between standard studding.

What's more, Temco's Wall Heaters are competitively priced and backed by a strong program of national advertising.

For full details on the many exclusive features that have moved Temco into the forefront of the gas heating field, clip and send coupon on opposite page.

**TEMCO, inc.**

NASHVILLE, TENNESSEE

*"Gas Heating Specialists for the Nation"*

## ...and the suburban point of view makes the clothesline taboo



The old-fashioned clothesline is actually outlawed in some suburbs—and banished by mutual consent in many others.

With today's emphasis on outdoor living, no one wants to spoil the view with an unsightly clothesline.

Thus the suburb boom becomes a sales boom for dealers who stock quality clothes dryers—  
**...like TEMCO**

Temco's Automatic Gas Clothes Dryer banishes not only the unsightly clothesline, but also hours of drudgery and scores of weather worries for its happy owners. It's the ultimate in worry-free home-laundry convenience:



- \* *Wonderful Mistaway*
- \* *Knee-High Push-Button Door*
- \* *Exclusive Sun Dial—One Control to Set*
- \* *Competitively Priced*

**TEMCO, Inc.**  
Department 8-727, Nashville, Tennessee

Please send me catalog and complete story on—

- ☐ Temco Gas Wall Heaters  
☐ Temco Gas Clothes Dryers

Name

Firm Name

Address

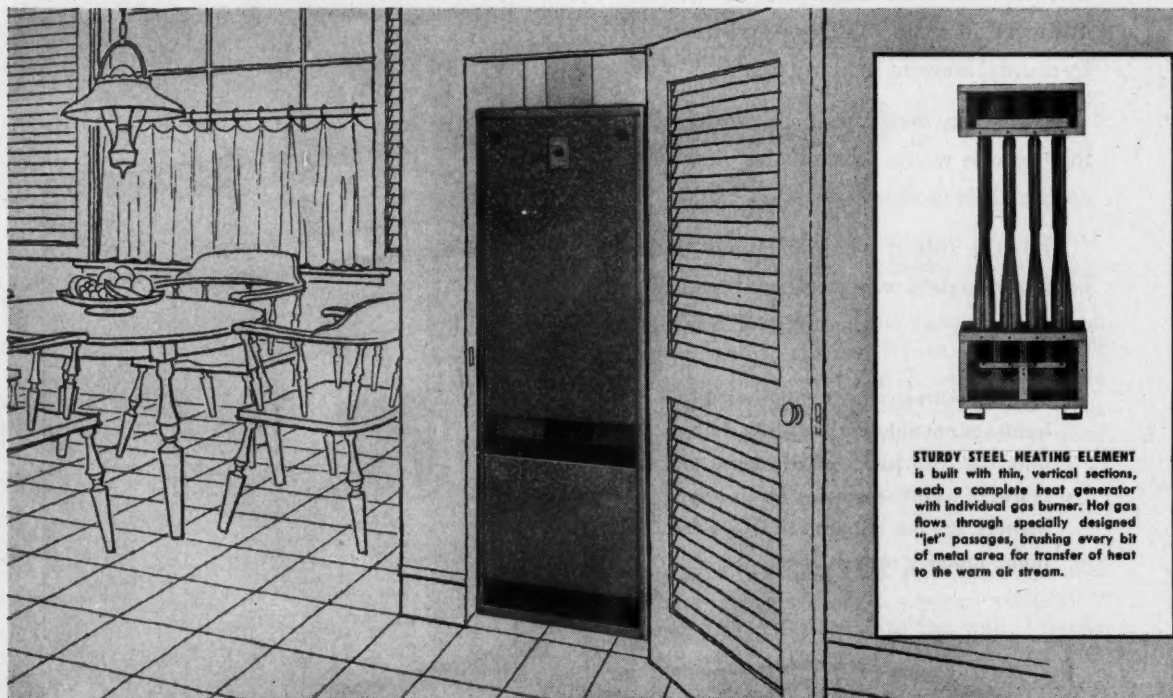
City  Zone  State



# AMERICAN-Standard

AIR CONDITIONING DIVISION PRESENTS

## A NEW, MORE COMPACT GAS-FIRED COUNTERFLOW HEATING UNIT

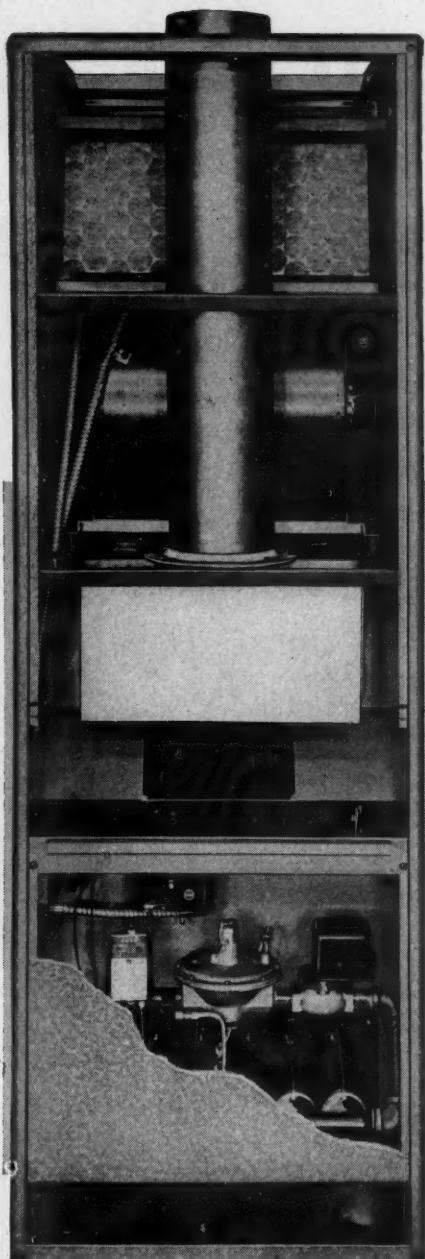


Competitive price! Smaller size! Bigger value! Model GCA—an all-new design—gives you an overwhelming sales advantage on new and replacement jobs where the heating layout calls for a counterflow model winter air conditioner.

It's specifically designed, through and through, for gas firing—therefore operates at higher efficiency and lower fuel cost. It's a marvel of compactness that appeals strongly to the builder and home owner alike.

Installation is quick, easy, trouble-free with this completely factory assembled, wired and *Installation Tested* unit. It can be placed in small closet or alcove with 1-inch clearance at sides, zero clearance at rear. If optional sub-base is used, the unit can be safely installed on combustible flooring. Four models are available—see list on right hand page—each with powerful, whisper-quiet blower and dependable, automatic controls. The jacket finish is handsome, durable Forge Red.

FOR FULL DETAILS, CONTACT YOUR AMERICAN-STANDARD WARM AIR HEATING AND AIR CONDITIONING DISTRIBUTOR



## MODEL GCA

*Completely factory  
assembled and wired*



**APPROVED BY A.G.A.**

### INSTALLATION TESTED\*

1. Heating elements tested under air pressure.
2. Gas manifolds tested under air pressure.
3. Automatic pilot valves and quiet-action gas valves tested in operation.
4. \*Installation Tested. The fully assembled unit is tested at the factory just as if it were finally installed. Procedure includes actual gas firing and operation of the blower and controls.

MODEL NO.	Btu/h INPUT	Dimensions (inches)		
		HEIGHT	WIDTH	DEPTH
**GCA-75-D	75,000	66	16 1/2	28 1/2
**GCA-100-D	100,000	66	18 1/2	28 1/2
GCA-100	100,000	66	18 1/2	28 1/2
GCA-125	125,000	66	22 1/2	28 1/2

\*\*Equipped with direct drive blower

**EVERYTHING for  
air conditioned comfort**

Warm Air Heating  
Summer Cooling  
Year 'round Units  
Electrostatic Air Filters



# AMERICAN-Standard

## AIR CONDITIONING DIVISION

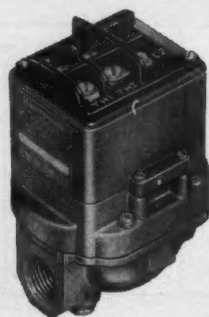
ELYRIA, OHIO

American Radiator & Standard Sanitary Corporation

*A complete package for all your home gas-heat needs!*

# Honeywell

*The Honeywell Powerpile System is accepted and approved by all national and local testing laboratories.*

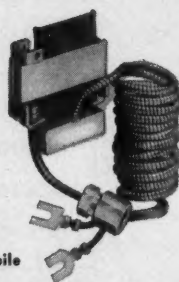


**VS87**  
Powerpile  
Valve

**For all gases.** Improved terminals simplify installation and service, assure tight connections.

**Conduit cover available.** Tight shut-off (can be mounted horizontal or vertical).

**A valve size for every appliance.** Pictured, above, the  $\frac{3}{8}$ " or  $\frac{1}{2}$ " small model. Available in sizes up through 1".



**CS82**  
Powerpile  
Pilot

**A universal pilot** for all street gases. For L.P. gases only the orifice changes.

**Blue flame pilot uses no primary air.** Provides 40% more power with half as much gas.

**One pilot burner tip** simplifies stocking. Eliminates plugged ignition ports or carry around slots. Provides positive ignition.



**Y400E**  
Honeywell  
Round

#### Newest-style thermostat

**The most sensitive** bi-metal thermostat ever built! Has a mercury switch, and a built-in heat "cyclor" to smooth out temperature fluctuations.

**World's most modern thermostat.** The new Honeywell Round TS86. Cover snaps off so it can be painted to match modern wall colors and interiors.



# Self-powered Powerpile\* package

*Reduces servicing! Simplifies installation! Minimizes stocking and handling!*

**T**HE REVOLUTIONARY Y-400 POWERPILE SYSTEM is a completely packaged gas-heat control system including: gas valve, automatic pilot, and thermostat. The package is so complete that even the thermostat cable and necessary staples are included: And a wide range of thermostats is available. This package is ideally suited to provide completely automatic control for room heaters, central warm air furnaces, boilers, floor furnaces, conversion burners, or recessed heaters.

*A complete price range. A model to fit every installation. New features for upgrading and modernizing.*

**Uses less gas.** Revolutionary new pilot uses less than half as much gas as other pilots.

**Valve port clogging practically eliminated.** The more powerful relay makes possible larger actuator porting.

**Completely silent system.** New design eliminates hissing or sputtering pilots and valves that go "whap" in the night. Both valve and pilot are absolutely quiet.

**Lint-proof pilot.** The pilot uses no primary air, is lint-proof, and requires no lint screens or special adjustments.

**Wide range of thermostats.** A wide range of thermostats can be used with these systems. You can satisfy any customer's request.

**Unexcelled thermostat performance.** The various thermostats give performance comparable to that of any 24-volt system.

*For complete information on the new Honeywell Powerpile Packages, and on the complete line of Honeywell Controls, call your local Honeywell office or write Honeywell, Dept. BN-10-123, Minneapolis 8, Minnesota.*

\*Trademark

OCTOBER, 1955

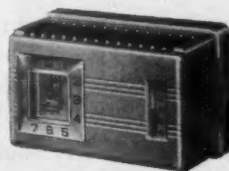
These thermostats also  
available in Powerpile Package



**Y400A TS827** Thermostat has a mercury switch, and extra convenience features to provide for economical control of the heating system.



**Y400C TM801** Time-O-Stat works like an alarm clock—set it at night and it automatically turns up the heat each morning.



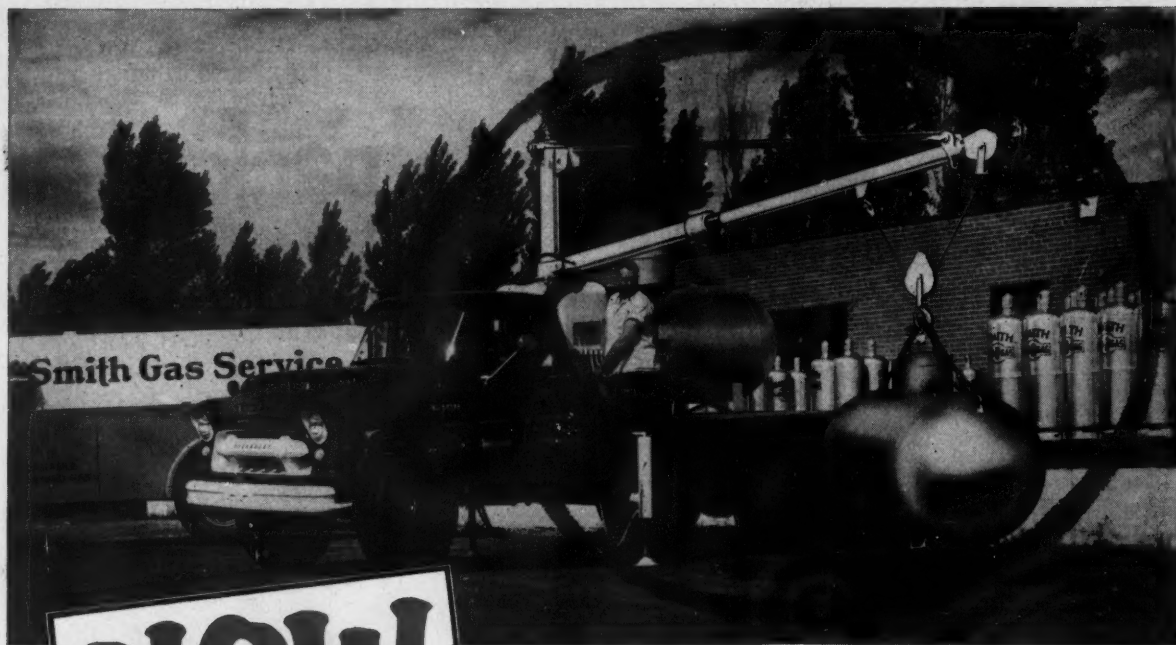
**Y400D TM850** Chronotherm has the famous electric clock that automatically turns the heat down at night . . . and raises it again in the morning when you rise.

MINNEAPOLIS  
**Honeywell**



*First in Controls*

112 OFFICES ACROSS THE NATION



# **NOW** YOU CAN SAVE ON... **LABOR, TIME** and **MONEY** loading and unloading LP-GAS bulk storage tanks!

● You can save money on your LP-Gas tank installations by reducing your operating expenses with this new Woodside Hydraulic Power Loader for trucks. It easily handles tanks up to 1,000 gallons weighing up to 4,000 lbs.

**HERE IS THE PROOF**—A typical LP-Gas storage tank operation is Smith Gas Service of Rockford, Illinois. Here is what Mr. W. W. Carus, manager, has to say in a letter to Woodside Industries:

*"...Our management is very much pleased with the demonstration which you put on for us recently and their feelings are that the Woodside Power Loader will do the job.*

*During the test, we moved and replaced several*

*LP tanks which would have been impossible to handle with our present trailer equipment. The new Woodside unit handled the weight of our largest tank and maneuvered these tanks with ease... The new unit is a one-man operation and will give us greater flexibility in placing our bulk systems. We will experience a substantial return on our investment in mileage and maintenance cost as well as safety and labor savings."*

Why not equip your trucks for increased profit potential, reduce your operating expenses, increase your company earnings, and secure greater customer satisfaction through prompt service? Install a Woodside Hydraulic Power Loader on your truck.

Write for complete information... or a FREE demonstration

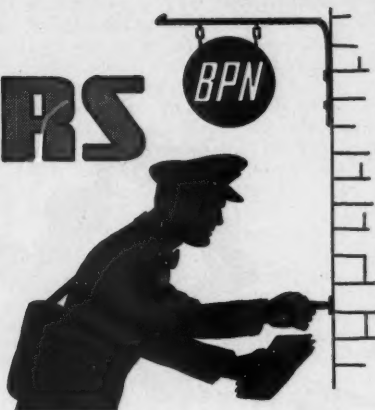
# **WOODSIDE**

**I N D U S T R I E S**

606 West Wisconsin Avenue

Milwaukee 3, Wisconsin

# LETTERS



## Flame Impingement?

Oklahoma

I have a friend who is using a butane burner with blower to cook feed for hogs in a steel vessel  $\frac{3}{8}$ -in. thick. This vessel is 6 ft by 3 ft and 30 in. deep.

Although the vessel is of  $\frac{3}{8}$ -in. steel, he is burning the bottom out with this kind of a burner set-up. Can you give the cause of this and what to do to remedy it?

W.A.

We believe the trouble your friend is having with the food cooker may be due to one or more of the following:

The thickness of plate has little to do with its burning out. Thick plates may burn out as fast as or even faster than thin steel, other factors being equal.

1. The food may be cooked relatively dry and so the heat is not conducted away from the steel rapidly enough and thereby burns the plate.

2. The flame from the burner may be impinging directly against the plate and causing a localized hot spot. This type of burner can produce a very intense oxidizing flame.

We suggest that the burner flame be checked carefully and placed so that it will not strike the metal any place. The cooker should be enclosed underneath so that the heat from the burner will be retained under the cooker. A suitable opening, not too large, should be provided for the products of combustion to escape.

This opening should be placed in such a location that the blast from the burner does not drive directly through and out the opening, but causes the gases to circulate and mix well before leaving.—Ed.

## Meter Measurement

Massachusetts

We would appreciate whatever up-to-date information you can give us in relation to measuring gas by meter.

Our interest at this particular time is primarily in connection with pro-

pane gas. We are considering utilization of meters for registering propane, and would like to know how accurate they would be under various conditions due to the nature of the gas itself.

S.J.L.

The accuracy of the meter itself in recording the volume of gas which passes through it is very good unless some trouble develops in it.

The problem is in selecting the proper factors to accurately transpose the cubic feet metered into gallons so that a satisfactory price may be determined.

Reference is made to the April, 1954, issue of *Butane-Propane News*, pages 70 through 76, in which metering problems and the determination of factors are discussed.—Ed.

## LPG for Crop Drying

Iowa

The use of L. P. gas is being contemplated in conjunction with our crop drying equipment. Since we are entirely unfamiliar with the ins and outs of L. P. gas, its production, distribution, controls, and installation, we hope you will be in a position to supply us with the names and addresses of the more prominent manufacturers of 500- and 1000-gal. storage tanks, regulators, and vaporizers.

We will have a top limit requirement amounting to 1.3 million Btu per hour. This requirement will be on a 24-hour basis for five to six days and will then decline steadily and cease altogether in an additional 10 to 14 days. We roughly calculate this amounts to a consumption of about 10 gal. an hour. We wonder if a 500-gal. tank will vaporize this much gallonage in the months of September and October.

The area of operation would be confined to corn producing localities. The difference in cost between a 500-gal. and a 1000-gal. tank seems to be in the neighborhood of \$150 in our

area. Of course, if a 500-gal. tank will not vaporize 10 gal. an hour and therefore require a vaporizer, this difference would then become small compared to the \$300 cost of vaporization equipment.

Either difference might well be the final straw and would mean that our unit would not be priced competitively with oil burning driers. In fact, this initial tank cost looms as a stumbling block right from the beginning.

H.N.R.

You will find in "Butane-Propane News" the names of most of the firms manufacturing tanks and regulators for the LPG industry.

We know that the 500 gal. will not have adequate vaporizing capacity and we doubt that the 1000-gal. tank, unless under very favorable conditions, will have enough vaporizing capacity to handle your expected load on a steady 24-hour-per-day basis. The vaporizer is essential with either tank. Propane has a heating value of about 91,500 Btu per hour, so your 1.3 million Btu will require about 14 gal. per hour. The 10 gal. you mention is probably about right for an average.

We do not believe you will have to pay as much as \$300 a vaporizer.

The low price equipment and fuel is not always the economical product. L. P. gas is a quality fuel and can be controlled to exactness not obtainable with liquid or solid fuels and burns more efficiently. Furthermore, the products of combustion are clean and leave no oily film or other coating on the treated products.

We are enclosing some tear sheets from "Butane-Propane News" describing practices in the drying and curing of farm products with L. P. gas. They are:

"Artificial Drying Makes Money for the Farmer" by Charles F. Bishop—February 1952, pp. 100, 102, 104, 106.

"LPG Cuts Cost on Seed Drying"—April 1954, p. 54.—Ed.

## Vaporizing Capacity

Florida

I would appreciate information as to whether two 500-gal. underground tanks containing a butane-propane mixture of 70-30 would be of sufficient capacity to allow for proper evaporation when the draw is 1,254,000 Btu's per hour.

Would the usage be such that the propane would be burned off, leaving the butane, and therefore not allowing for proper evaporation?

W.G.P.

We do not think that two 500-gal. underground tanks will carry the load you mention for more than very short periods.

About 5 Btu per sq ft of tank area per ° F temperature difference is all the heat that will be transferred to the tank per hour without decreasing the temperature





## Are YOU Ready For Cold Weather?

*Supply's the thing,  
With Winter on the way,  
So don't "muff" your chance,  
Order TEXGAS — today!*

The time to put in a Winter supply is *before* cold weather moves in. You can't keep customers happy if you're not prepared for that very first cold snap. So play it safe, *contract for TEXGAS now* and you'll be prepared!

When you contract with Texas Natural for Propane or Butane, you don't have to worry about supply, quality, delivery, etc. You see, LP-Gas is not a sideline with *Texas Natural*. As a result, the entire Texas Natural organization is anxious to serve you—and in the way you want to be served. You are important to these people. They want you to be happy . . . they want you to prosper.

So remember — *Winter or Summer, Spring or Fall* — for the contract you need and for the service you want — call, wire or write *Texas Natural*.



PROPANE • BUTANE • NATURAL GASOLINE

TEXAS NATURAL GASOLINE CORPORATION • TULSA, OKLAHOMA

The propane in the mixture will usually boil off first, and leave an increasing concentration of butane. See page 133 of the "Handbook Butane-Propane Gases," figure 6.—Ed.

### Multiple Service

## Illinois

We are proceeding with a project to lay a gas main for the immediate area of a block of houses like the sketch enclosed.

I would like your opinion as to the following things:

1. Is the sizing of the pipe sufficient?
2. Is there any need for flexible joints? We are using threaded iron pipe.
3. We are using "Zero-Flex," a heavy green type, non-hardening pipe dope. Any recommendations?
4. The valves in the lines are meter lock type, shut-off cock, tested for 100 lb pressure.
5. The "main line" pressure at the storage will be 15 lb. Is this sufficient?
6. Will there be sufficient gas at the extreme left side of the sketch for heating as many as four houses of the same size?

The plan is to have a second stage regulator and meter in the basement of each home. The regulator will, of course, be vented to the outside.

**Is it permissible to lay the gas line in the same ditch as the water line?**

R.R.S.

Your sketch and letter show only seven houses with an additional four possible

at a future date per item 6. More must be expected or why would you show the 1-in. and 1/2-in. marked "dead line"?

We would recommend that no pipe smaller than  $\frac{3}{4}$ -in. be used even for the service lines. One-half inch pipes are rather small and dirt or other obstructing material which may get in the pipe while it is being installed can easily build up a serious restriction at a low spot or elbow.

The following is in regard to your list of questions:

- (1) Except as noted above, and based on the possible 11 homes noted in your letter, the pipe sizing appears ample. See page 316, Table No. 3 in the "Handbook Butane-Propane Gases"—3rd edition, 1951 printing—for "Pipe-Sizing Table for Low Pressure L. P. Gas Systems." See also page 317, Table No. 4—"Pipe Sizing for High Pressure L. P. Gas Lines."
- (2) The only need for flexibility in the system is between the tank and the area in which piping goes under the ground. Underground lines should be below frost line.
- (3) We do not have any information regarding "Zero-Flex" pipe compound. It

is not included in the list of Underwriter's Laboratories, Inc., approved pipe joint sealing compounds which we have checked. It is suggested you write the above laboratory at 207 E. Ohio St., Chicago 11, for its list of recommended compounds.

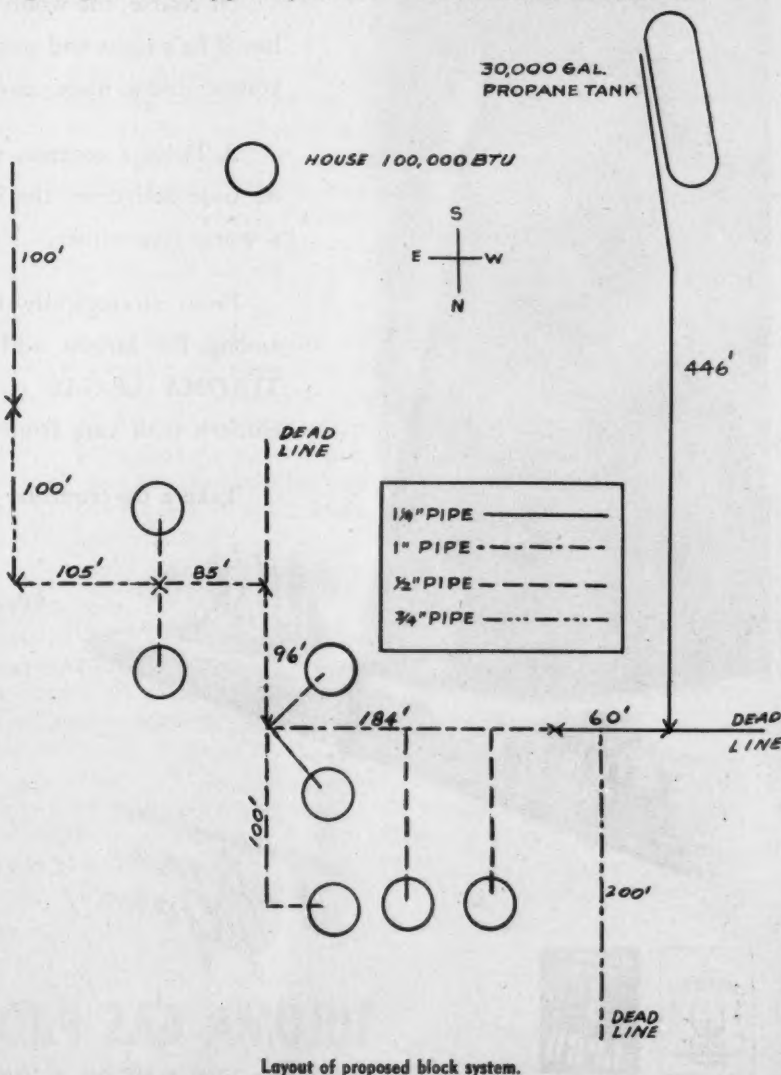
(4) Again we have no information on the meter lock type valve.

(5) The 15-lb pressure in the distribution lines should be adequate for the load which is listed.

(6) The 1-in. and 3/4-in. lines will carry adequate gas at sufficient pressure to serve at least four houses.

(7) It is suggested the service line to each house be brought aboveground before it enters the basement, or carefully sealed where it goes through the wall so that any gas that might leak from the line cannot follow along it and enter the basement.

(8) There is no reason for the gas line not being placed in the same ditch as the water line if adequate separation is maintained between the lines so they will not contact each other, and provide space so that either line can be worked on without interference from the other.—Ed.





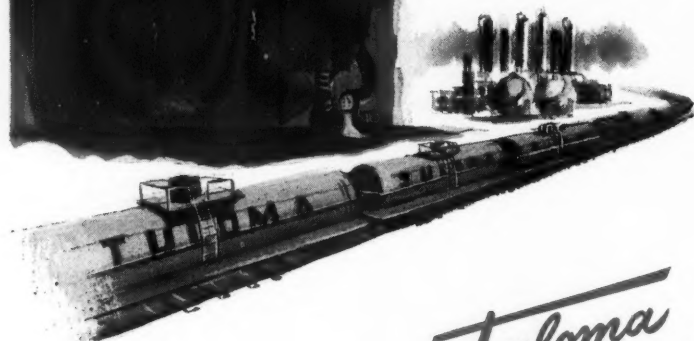
## the woolly worm\* is ready ... how about you?

Of course, the woolly worm has been wrong before, but if he's right and this is a long, rugged winter, will you be able to meet your customer demands?

A Tuloma contract will assure you of dependable, on time deliveries, the kind of service that gives you a worry-free winter.

From strategically located plants and refineries, among the largest and most modern in the world, TULOMA LP-GAS is shipped regularly in clean, modern tank cars from a constantly expanding fleet.

Take a tip from the woolly worm and be prepared.



*\*Presence of black woolly worms is said to be an indication of a severe winter.*

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OCTOBER



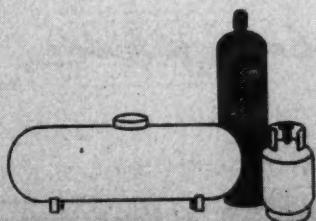
## Beyond the Mains

INADEQUATE WIRING IS THE ELECTRIC INDUSTRY'S GREATEST PROBLEM AND THE LPG INDUSTRY'S GREATEST OPPORTUNITY. The National Adequate Wiring Bureau reports that more than 80% of the electrified dwellings in the U. S. are not wired adequately for the appliances being used. Obviously this limits the number of new appliances that can be sold and give satisfactory operation.

There's more to this than just the dissatisfaction of the TV owner whose set fades out when the missus turns on the ironer, or the air conditioner customer who sends his unit back to the dealer because it can not cool the house when other necessary current-consuming activities are going on. Inadequate wiring is also one of the principle reasons why electrically started fires exceed the losses of buildings and property from fires originating from the use of gas by more than 8 to 1.

The electrical industry is steadily intensifying its campaign to promote adequate wiring because the present situation is slowing down the sale of electric appliances and restricting the development of increased power load. In some territories this problem is so acute that the power companies are providing free rewiring service to enable appliance dealers to sell ranges and water heaters. Let's look this in the eye and see about prospects for the future.

It is reported that four of every five homeowners with inadequate wiring systems face a cost conservatively estimated at \$150 each for rewiring and new circuits. The bill may in some cases run as high as \$700 or even \$800. How much of this extra cost can the power company absorb? Do you consider this as a "shot in the arm", or a long term program? Somebody has to pay, and you can bet your bottom dollar that in the final analysis it will not be the power company. It could very logically be a prelude to a request for a raise in power rates.



Continued ...



Continued ...



## Beyond the Mains

In the meantime an officer of the National Association of Electric Distributors reports that in 1953, 15 out of every 100 room air conditioners sold came back to the dealers because the wiring in the customers' homes could not handle the extra load. Dealers are now discouraging installation of air conditioners in inadequately wired homes.

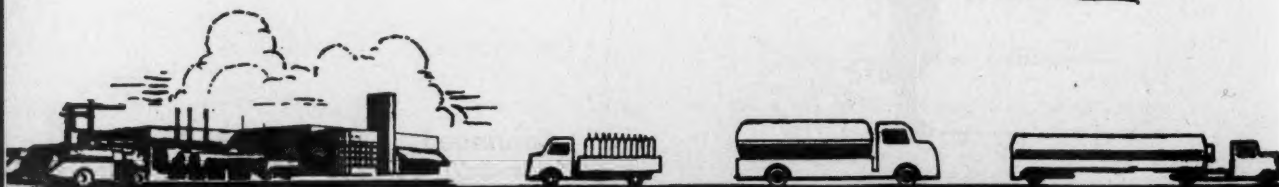
Current is brought into most homes through two insulated wires with a core the size of the lead in a pencil. Generally the system handles 120 volts and not more than 30 amps. Multiplying amps by volts determines total wattage, and tells us how much power load the system is designed to handle. For the average home this is usually 3600 watts.

Kennecott Copper Co., one of the largest producers of electric wires, has prepared some figures showing typical wattages of various appliances: floor lamp, 150-300; vacuum cleaner, 125-700; radio, 100; TV, 300; ironer, 1650; toaster, 1100; coffee maker, 1100; broiler, 1650; room air conditioner, 1200; dishwasher, 1500; electric clothes dryer, 4500; electric range, 8000 to 16,000. From these figures it is easy to see why the addition of just one more electric appliance may very easily complicate life for the householder who never had troubles of that kind before.

We have not heard of any houses that had to rewired for a gas range or water heater. Blown main fuses do not occur when someone lights a gas floor furnace or puts a steak on to broil in an LPG range. Brewing an extra quart of coffee on the gas range never put one too many plugs in an already overloaded wall outlet. And best of all, no interruption of electric service by a winter storm ever left an LPG-equipped home without the means of cooking meals, providing hot water, or keeping the house warm.

Every home in which the sale of electric appliances is limited by inadequate electric wiring is a home in which there is a greater opportunity to sell gas appliances and the safer and more dependable service that goes with it. Our competition tells us that this is 80% of the homes -- including many of the newest homes.

*Carl Abell*



**3 good  
reasons**  
why it will pay you  
to buy



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**A meter plan is the efficient solution to in-town service in Lamar, Mo., a town without natural gas. With 180 meter customers, Carl D. Schmitz, Schmitz Butane Propane Service, uses meters operating off 1-in. copper lines. This particular group of meters serves a three-unit apartment house.**



## Urban System Built Around Multiple Meter Arrangement

By Grier Lowry

**B**ACK in 1940, Carl D. Schmitz, owner of Schmitz Butane Propane Service, Lamar, Mo., was stuck on the horns of a dilemma. With no natural gas, homeowners, retail store owners, and the community's industrial concerns were "crying" for butane-propane service.

Recognizing an opportunity not only to develop business but to make a contribution to his community, Mr. Schmitz went to work.

A major obstacle, especially in the downtown areas, was a lack of space in which to make proper tank installations. With the joint cooperation of his installation engineer and members of the local city council, the Missouri dealer came up with a meter plan. The firm was given permission to lease space suitable for location of tanks and to install systems on private property with an easement agreement.

Today, the company has 180 metered accounts. At least two-thirds of the town's commercial establishments are using Schmitz metered gas.

Groups of three meters to as many

as six, operate off single tanks through 1-in. all-copper main lines. No streets or alleys are crossed by the company in making the installations—the customers cross alleys and streets with their lines. On one installation, an apartment house, the tank is located two blocks from the point of consumption.

Customers receive estimates of the cost of each job before the installation is made. They pay only for labor and materials used in connecting to the tank. So far there has been no resistance to this initial expense, according to Schmitz, since the user realizes he is saving the price of the storage tank.

The customer makes a \$15 deposit on the meter, which enables the firm to keep a month ahead of him on the bill for gas.

Cubic-foot Rockwell meters are used. After the meters are read, the figures are computed into gallons by using Rockwell's factor - of - cubic - feet - per - gallon chart. Read once monthly, meter account charges are based on rates paid by owners of 500-gal. tanks. Residential users pay a

minimum rate to return of \$2.50 for 15 gal., and 11 cents a gal. over the minimum. Commercial accounts pay a minimum of \$1.50 for the initial 15 gal. and 11 cents per gal. in excess of that figure. Domestic users generally consume between 900 and 1200 gal. of gas a year while commercial customers use between 1200 and 1800.

It is part of the strategy on metered accounts to keep equipment in top-working condition. Mr. Schmitz follows this policy because he feels it is always good business and because much of the equipment is in prominent locations where it is seen by passing traffic and neat-appearing storage tanks, meters, and other facilities are good advertising for the company.

The 1000-gal. tanks that serve meter accounts are replaced every three years with new ones. The used models are sold at depreciated prices to farm customers.

One reason this periodical replacement program is important, says Mr. Schmitz, is that manufacturers make constant improvements on regulators and other apparatus and Schmitz Ap-

pliance wants its meter customers to have equipment with all the newest features. Replacing tanks every three years with new ones enables the dealer to bring the old tank into his shop for repairs on valves, controls, regulators, ect., which eliminates unscheduled interruptions of service.

Soon after the meter plan went into effect, the dealer started exploring other possibilities for moving a large volume of L.P. gas. His attention eventually centered on industrial firms which might be receptive to the idea of propane installations.

This campaign was launched by scheduling a series of discussions with officials of the big RPM lawn mower factory. They were extremely interested. The result was, with the cooperation of the plant's chief engineer, a system to melt magnesium, used in producing the mowers, was established with the fuel piped from a battery of sixteen 1000-gal. tanks.

"There are a number of reasons why we installed a series of 1000-gal.

tanks instead of larger tanks on this particular setup," explained Mr. Schmitz. "First, the company is constantly adding new facilities and we have already had to move the tanks once. When we move to a new location, we shut off part of the tanks, pipe to the new area, tie into the main line, turn on from the new location and never stop operating."

"Also," he added, "with the sixteen 1000 gal. tanks we have more surface area. Changes of temperature don't affect the system very much. We also decided it would be easier to resell 1000-gal. units, in case they expanded the plant and we had to increase storage."

The mower plant propane system was built at a total cost of \$20,000. It is a two-stage setup with two-in. ten-lb lines reaching from service tanks to the building. Inside the factory, the fuel is piped through 6-oz, 1 lb and 2 lb lines according to need. The system provides fuel for 150 burners.

## **BPN** field report

The fuel is unloaded from tank cars and the deal is set up on a five-year plan. The fuel consumption runs about one car every ten days.

Newest commercial installation to be engineered by Schmitz features a burner system installed in the smokehouse of a local meat packing plant. Used for smoking sides of beef and ham, the system combines a minimum main flame with a maximum auxiliary flame which opens up automatically when needed. The thermostatically-controlled system includes three burners and a 1000-gal. tank.

At the plant of the Aaron Produce Co. is an installation costing \$7000, and utilizing five 1000-gal. tanks and a two-stage regulator system, the fuel is used in operating automatic singers. The singers are triggered by an electric eye in a solenoid valve and involves a safety-igniting pilot which ignites the burners each time a chicken passes through.

At the Smith Co. plant, which manufactures overalls, there is a \$9000 propane installation which incorporates six 1000-gal. tanks. This operation and the produce company plant are serviced by truck from Schmitz storage facilities.

One of the vital clauses the company has in contracts with all commercial accounts involves keeping a serviceman on 24-hr call to provide immediate service in case of breakdowns. Normally, according to Schmitz, these repairs are of a minor nature, but whether big or small, giving the users fast emergency service is a notable consideration when contract renewal time comes along.

The company has total storage facilities of 106,500 gal. including facilities at two branch operations at Greenfield and Eldorado Springs, Mo. All but 36,000 gal. of storage are located at the home base in Lamar.

The company operates five trucks. Four of these are equipped with 1200-gal. tanks the fifth with a 1450-gal. tank. The firm operates a pair of service and installation trucks out of Lamar.

The comfortable, attractive retail store building in Lamar measures 20 x 150 ft, incorporates a 90-ft long appliance display area, an office and a 40-ft parts storage setup. ■



Facilities in Lamar include 76,500 gal. of storage with 36,000 gal. of storage provided at branch operations in Greenfield and Eldorado Springs, Mo. A 30-by-40-ft warehouse which features a complete welding department is an integral part of facilities shown above.



A battery of 16 - 1000-gal. tanks is utilized in providing service to RPM lawn mower plant, one of Schmitz Butane Propane Service's four major industrial customers. The setup incorporates a two-stage system with 2-in., 10-lb lines, running from tanks to building.



# How I Sell Gas For Tar Kettles



Byron Venis, Phillips Bottled Gas Co., first rule is to "stake out" tar kettle conversion prospects by calling roofing contractors, and finding out where roofing jobs are in progress.

**By Byron Venis**  
Phillips Bottled Gas Co.  
East Toledo, Ohio

(As told to L. Doyle Peck)

A 100-lb-per-day bottled gas customer isn't hard to take at all—especially when he uses the product during the spring and summer slack season. In three weeks, we picked up 15 of them, and before the summer is over we hope to have that many more, all because of a bold approach we are using to introduce a relatively new use for our product in our market area.

This is the conversion of roofing contractors' tar kettles to butane. Not that this is world-shaking in itself, but it is a dandy auxiliary market for any bottled gas dealer in an area where there is considerable new construction or built-up roof maintenance. More important, the success of our sales approach indicates that it could well be the key to a variety of construction-industry customers for our product.

We estimate the roofing potential alone in Toledo to be at least 75,000 lb every summer. That last word is the significant one, as any butane-propane dealer knows.

Once you get a roofer using bu-

tane instead of fuel oil to fire his tar buggy, he'll never change back—the advantages of bottled gas are that obvious. Of the 15 we've sold in the first three weeks of our effort, not one has "rebounded." And these customers will be with us every summer from now on; the selling job is done only once.

But the selling must be done. You can't sit in an office and depend on mailers or telephone calls to clinch these sales. The advantages of bottled gas over fuel oil must outweigh the initial cost of the conversion burner to get you the sale—and they definitely do, too, but you have to get your story across in person.

We do it the only really effective way: by actually converting a roofer's tar buggy and letting him prove to himself that he will be much further ahead with bottled gas. Here's how we go about it:

1. "Stake-out" your prospects:



exclusive

First, select a warm, sunny day when you're sure roofers will be working. Allow most of the day for selling burners, because you'll have to drive to the scene of the work. In a good day, I've sold three conversions.

If you know where roofing is being done, you can go right to the job. I prefer to line up several jobs by calling different roofing contractors and asking where their crews are working, and if there are one or more tar kettles in operation on these jobs. A word of advice: unless you are well acquainted with the contractor, you won't do any selling over the telephone. The foreman on the job is the man to see; he'll sell your burner to the management once he sees it work.

Make a list of jobs in progress, and if possible get the names of the foremen.

2. Go "armed": I load my pickup with two or three conversion burners which are small, don't take much room, and put two or three 100-lb cylinders, filled, into the rear. Take the hoses and the POL fittings, and simple tools with which to connect the burner.

You'll want to dress in your working clothes, and take a pair of heavy gloves as the tar pot will be hot. That's all you'll need in the equipment line.

What's more important is your attitude: remember that you're selling



(Above) In his bold approach, Mr. Venis confronts foreman with burner unit, figures time and work savings to introduce sale. (Below) Faster, more even heat to keep roofing tar at constant working temperature without frequent attention by roofers is important selling point.

the advantages of gas over fuel oil, not features of the burner itself. This will have to be a fast sales talk because your prospect is working, so have that point clearly in mind.

**3. Use the bold approach:** I like to walk right up to the job foreman, carrying the burner unit, and tell him:

"Here's something that will save you a lot of time and money, do a better job of heating your roofing pitch, and keep that tar buggy from blowing out on you if somebody forgets to pump the handle." This summarizes the advantages I intend to detail later.

Naturally, the roofer isn't going to take all that at face value immediately. Here is where the burner

you're carrying comes in handy. Empty-handed, you would have nothing tangible to interest the man. But as you introduce the sale, hand him the unit and let him examine it as you talk.

**4. The selling points:** I ask the man how many hours a week is spent "firing" his tar kettles. Normally, a man must arrive at the job scene an hour before the full crew arrives to light the burner, pump the air pressure tank full and see that the fire keeps burning, so the pitch in the kettle will be melted and at working temperature when the shift begins.

Figure on a scratch pad how much time will be saved each working day, this usually averages about 20 minutes per firing, using bottled gas, and

multiply it by the wage earned by kettle firemen. Find out how many days per year the kettle is used, and multiply the saving by this figure. The resulting annual saving is an impressive figure, more than covering the cost of the burner.

Now hit hard on the big disadvantage of fuel oil. This is that it must be fed through the burner under air pressure, usually generated by a hand-operated pump at regular intervals.

(At best, on a calm day, the flame will diminish and the heat falls off, causing a work stoppage until the pitch is brought back to working temperature. On a windy day, the flame may blow out as air pressure is lost, flooding the burner and causing an even longer delay while the burner is swabbed out, not to mention a potentially dangerous explosive condition, and veteran roofers know this.)

Stress, too, the advantage of steady, uninterrupted pressure to maintain the tar at just the right working temperature without frequent attention by the roofers.

**5. The questions:** The roofer will ask the following questions.

**Q.** "How much will this cost us?"

**A.** "Only \$26.10 including the burner, hose and POL fittings. Figuring your time savings, you'll have it back in less than a normal working season. This is your only cost; we furnish the cylinders."

**Q.** "How much will bottled gas cost to operate?"

**A.** "On a full day's run, you will use a 100-lb cylinder. This costs just five dollars a day—just about what you're paying for fuel oil." (This is not a price deviation—our regular commercial rate is 5c per lb.)

**Q.** "I have heard that bottled gas is dangerous to handle and use. Is there any chance of a fire or explosion?"

**A.** "Not a chance. All cylinders (pointing out tank safety valve) are equipped with safety devices which releases the gas away from the tar kettle should the cylinder ever become overheated and pressure builds up. This is extremely rare." (At this point, I have found it helpful to mention such accounts as the telephone company, which uses similar cylinders even underground, during cable work.)



Cylinder safety device is pointed out, explained to dispell roofers' fear that bottled gas firing tar kettles may pose fire or explosion danger when in operation.



"No chance of losing pressure with bottled gas" the Toledo butane sales manager tells roofing foreman, comparing cylinder with air pressure hand pump in fuel oil system.

There may be other questions, but those are the big ones. Under no circumstances, we have found, is bottled gas at a disadvantage compared to fuel oil for firing tar kettles.

6. *The clincher:* Before your man has a chance to say "I'll think it over," offer to connect the burner, show him how to fire it, and leave it with him:

"We can just slip this converter in without bothering the fuel oil system, and it won't interfere with your work—the kettle will stay hot. You don't have to order this now, just let me put it in. If you don't like it, we'll take it back whenever you say, and we won't charge for the gas."

Even if the roofer's reaction is still negative, leave the burner. A few days of operation will sell the burner for you. No foreman is going to part with anything that will make his job that much easier, and a word from him will get the management's approval.

Our next 15 sales won't be nearly that tough. We have sold a couple of the larger roofing contractors, and the others are now calling us as the word gets around.

7. *Explain the operation:* Before leaving the scene, briefly explain how the burner operates. Light the burner a few times for the roofer, then let him try it himself. This won't take long, but it is important to your sale because many people not accustomed to working with bottled gas are likely to handle it suspiciously and gingerly at first. A few unsuccessful attempts by the roofer at

lighting or properly controlling the burner, if you leave him uninstructed, might unsell it.

Explain air regulation which is accomplished by a steel shutter, and method of opening the pilot and high pressure valves (some burners have both). If a high pressure regulator is used, show him how to set it for the desired 20-lb pressure, which is just about right for this use.

8. *Other applications:* Perhaps the relatively new market created by these tar kettle conversions is not so important in itself, because admittedly, the market is limited. Once you have sold all the roofers in your area, that is. But I think the approach which has won us this new load could be applied to others in the construc-

tion industry: concrete and compound heating, melting furnaces, road oil distributor tanks, in fact any application where melting, thawing, drying and incinerating are now being done by fuel oil.

In fact, the tar kettle conversion burner manufacturer, Propane-Butane Burner Corp., Hammonton, N. J., recommends the models we use; one for tube or well-type kettles, another for bottom-fired kettles, for any of these applications. This means that we will not need many different supply sources for construction industry sales.

In such applications, we believe a valuable summer market for bottled gas exists. But it takes the bold approach to crack the ice. ■



Clinching the sale is done by offering free trial of the burner, which will sell itself, Mr. Venis has found. He shows roofer how to light the burner, and control air regulator as a final selling step.





## Prickly-pear Burning

### Pulls Ranchers Through Droughts

By Ruel McDaniel

By the use of butane, south Texas ranchers have been able to turn the pesty prickly-pear into an asset, particularly in periods of drought. Before the ranchers started using butane they had been using kerosene to do the job, but it was a lot more expensive, and it left a faint oil coating on the pear plant. This coating not only made the plant less palatable for the cattle but it sometimes caused scouring and interfered with growth.

**T**HERE still are numerous unexplored markets for butane and propane, once the dealer gets the time or receives the right tip to investigate.

A case in point is the use of butane gas burners on ranches troubled with prickly-pear growth. By the use of butane, south Texas ranchers have been able to turn the pesty prickly-pear into an asset, particularly in periods of drought.

It came about when Frank Collins, partner in La Gloria Butane Co., Falfurrias, Texas, had a telephone call from a neighboring ranch. Could he convert a kerosene-burning pear burner to butane?

He drove over to the main headquarters of the ranch and saw the kerosene unit in operation. He said he believed he could.

But before that, he had been quietly experimenting with burners for use in burning the rough leaves and stickers from prickly-pear. He had six different burner-heads made at a

local foundry. The foundry owner said he'd like to try his hand at making another one, embodying some of his own ideas. All seven units worked, but the one designed by the foundry man worked best, Mr. Collins admits. This is the one he took with him when he called on the ranch.

"We use a vapor system in these units, and the secret of proper efficiency is the exact ratio of gas and air," Mr. Collins explains. "The only way to get that is by experimenting with various heads and openings, as we did."

Mr. Collins hooked up the burner head he carried to the ranch with him, attached a hose to a 25-gal. tank he brought along and gave it a trial. The ranch people liked it at once. In fact they liked it so well that they asked Mr. Collins if he could build six more units right away.

That was the beginning. Shortly afterward the ranch ordered 12 more units. The ranch manager asked him

to go over to another of his operating bases and demonstrate the unit to the manager there. Skeptically this manager watched the unit work and ordered 18 like it. A few days later he ordered 48 more. Still another division of the great ranch ordered 48 units.

In the meantime, La Gloria was not only furnishing butane for all these operations but fulfilled a supervisory contract as well at a flat daily fee.

At the height of the pear-burning operation, the big ranch was burning pear to feed 50,000 head of cattle and La Gloria was selling about 3700 gal. of butane a day to this ranch alone—in addition to the sizable fee for managing the operation insofar as butane equipment was concerned.

### Erratic Business

The business is erratic, of course. Ranchers feed prickly-pear only when a drought makes it impossible for enough grass to grow in order to keep the cattle in fair condition. Prickly-pear has been a standard "poor rancher's" cattle feed for at least a century in Texas and but for the normally unwanted prickly-pear, many a rancher in the past would have gone to the wall, not once but many times during severe drought conditions.

Working with ranch management, Mr. Collins formulated a more or less standard routine of servicing and operating the various burning units.

First, the ranch set up a series of pear-burning camps throughout the area to be burned. A crew of men worked out of each of these camps, and the men lived in the camps around the clock, as well as working out of them.

Each camp had its own butane storage tank, with 1000-gal. capacity. It was headquarters for keeping the various burners and the carts on which they were moved. It also had a bulldozer or some other equipment for use in breaking trails into the pear jungles so that the burners could get in to start their work.

Each burning unit is mounted on a two-wheel cart. Besides the burner head and orifice, the unit consists of

a 25-gal. tank and 10 ft of hose.

Three men handle two carts. This routine was worked out after experimenting with one man to a cart and two men to a cart. This way, one man is available for any out-of-the-ordinary work to be done and there is time for each man to rest occasionally. It is a terrifically hot job, and men need frequent rest periods. Normally, one man is resting while the other two handle the burners.

away from the path a hundred yards or so, then heads parallel to the path for some distance, then turns left and heads back to the new path, thus forming a square. The outfit then works around this square until the area has been burned.

The burning cleans the sharp stickers from the plant and gives it a somewhat seared treatment. The following days after the burning, a crew of workmen with machetes fol-



Frank Collins, partner in La Gloria Butane Co., demonstrates the company's portable prickly-pear burner for small ranch operations. In rigging up these portable burners Mr. Collins warns that no dealer should use a standard kerosene tank.

The hose is vitally important to insure safety, Mr. Collins stresses. After considerable experimenting, he settled on a  $\frac{3}{8}$ -in. Aeroquip No. 5 hose which withstands a pressure of 1500 lb. In addition to being rugged enough to withstand being run over by the wheels of the carts or from cattle stepping on it, it is fire-proof.

The carts are mounted on two wheels and are moved about by the three operators. A burner cuts a path about four feet in diameter. The normal operation is for the bulldozer to cut a trail through a pear thicket, then a truck delivers the carts at designated spots along the path. Each two-unit outfit then burns a line

lows the carts, whack down the pear stalks at the ground and cut them into chunks. They are now ready for the cattle to eat. The rancher generally distributes some sort of meal feed to balance the diet. But untold millions of Texas cattle have gone through severe droughts with only prickly-pear for feed.

### Largest Ranch Served

In the case of the largest ranch served by La Gloria, the customer bought all equipment used except ten 1000-gal. tanks, which the company furnished.

A ranch truck serves all the burn-

Years ago the cattlemen of Texas were troubled with a series of dry years. The cattle ate the normal range plants into the ground, leaving only the brush and the prickly-pear cactus. Prickly-pear could multiply and thrive under the drouth conditions, so it gradually "took the range." Today there are hundreds of thousands of acres of formerly good range land on which almost nothing else grows. Now L.P. gas comes to the rescue. By burning the thorns off, the ranchers are making the succulent, juicy cactus leaves into a source of life saving food for cattle. The prickly-pear plants are eaten to the ground, and the range land again becomes available to support grass. In the meantime, Texans brag about marketing mature cattle that have never seen rain!

er units out of a single work camp. Each cart has two 25-gal. tanks assigned to it. While the burners are using gas from one tank, the other is being picked up by the truck, hauled to the camp and filled from the storage tank. By the time the tank in use is empty, the second tank is back and ready to hook up.

With 50 ft of hose, a unit can burn an area nearly 100 ft in diameter at the outset before the crew moves the cart. Of course once an area is burned, the work goes ahead and to right and left for 50 ft, the area behind already having been burned.

Each 25-gal. bottle has a metal ring around the center as extra protection for the fittings.

Each unit, including cart, burner, hose and one tank, weighs about 200 lb and is moved by hand by the three men who operate the two units, once it is delivered to the location from the work camp by truck.

In all the work done by the big ranch, only one minor accident marred the operation, Mr. Collins says. This was when an unskilled worker permitted fire to completely circle his cart and gas bottle. Having been warned against fire hazards, he took off immediately without any attempt at saving the rig according to his instructions.

The outfit burned four hours before going out of its own accord. The tank was intact, except that the fittings were melted. The hose still held gas and nothing exploded.

According to the large ranch operators one butane burner does as much work as seven kerosene burners did formerly.

"The operation we conducted, of course, is for a big job," Mr. Collins says. "The average small rancher can't operate on such a scale. He must operate from a single headquarters and he does not have the advantage of volume. But we have worked with several smaller ranchers and have helped them successfully to burn pear with butane units."

The old method of pear-burning is by use of a portable kerosene tank holding about four gal. of fuel. Ranchers have operated this way for years and they are slow to change.

However, La Gloria designed a special butane bottle holding 4½-gal. of fuel, with a shoulder strap for easy carrying, and a small, lightweight burner and short hose. The entire pack weighs about 45 lb. The operator loads the tank on his back, holds the burner in his hand and burns ahead and to each side of him.

Some ranchers, working with the company, tried using mules to carry the tank, but the experiments were unsatisfactory and the idea was abandoned.

The rancher using the portable outfit may buy either an extra bottle and haul to the scene of operations with him or return to his storage tank and fill it when needed. Many

ranchers deliver the replacement tank to the operator by truck, taking the empty and refilling it from the storage tank and delivering it back when needed.

In rigging up these portable burners, Mr. Collins warns that no dealer should use the standard kerosene tank which ranchers use for burning pear with kerosene. The tanks are not strong enough to be safe, he warns. "No dealer should use any container not approved by the railroad commission or other regulating body."

Sometime ago La Gloria experimented with a 15-ft burner to be towed by a truck or tractor, hoping to speed up burning operations, but this was a failure and the project was dropped. The best methods found are the cart operation for large-scale burning and the portable outfit for small jobs.

Besides reducing the cost of burning tremendously over the old kerosene or gasoline-fuel method, butane accomplishes another major advantage. Gasoline or kerosene flame leaves a faint oil coating on the pear plant after the burning. This coating not only makes the plant less palatable but it sometimes causes scouring and interferes with growth.

There is no film and no odor left from burning with butane and no cattle eating butane-burned pear have suffered any ill effects whatsoever, Mr. Collins says.

F. D. Orth, partner in La Gloria, is an expert mechanic and plumber and his help was of great value in designing these burners, Mr. Collins emphasizes. ■



F. D. Orth, partner La Gloria Butane, stands in front of the company's sales office and plant. Mr. Orth is an expert mechanic and plumber and his help was of great value in designing the prickly-pear burners used by the company.



# A Penny Saved May Be

## Three

### Pennies Earned



LET'S play a little game. We'll call it "Treasure Hunt for Net," because that's the name given it by the man who invented it and it also happens to be about the most appropriate name it could have. Actually, in the best traditions of the nickelodeons, it has a dual title—"You and the Southeast Corner, OR, Treasure Hunt for Net."

Call it what you will, it's in essence a trip through an income statement. The "Southeast Corner" is the profit or loss figure, which is the only one a businessman is finally interested in anyway. So that's the goal in this treasure hunt, and when we get there we're sure to find "net." Net may be big, or he may be small, he may be profit or he may be loss. But in addition to finding "net," along the way we're going to find a bonus in the form of a moral. It's a restatement of an old axiom, and in the business world of today it has a much greater ring of truth than the original. It is:

"A penny saved is likely to be three pennies earned."

Financial men tell us that some of the most-sought-after business opportunities today are those that are guaranteed to *lose* money. We are not advocating that we conduct a hunt for net in such a manner that he will turn up bathed in red ink. We merely cite this as an extreme end result

that has come out of today's high and sometimes weird tax structures. But even to the middle-sized businessman, today's taxes do have a controlling effect upon the manner in which he does—or should, at least—run his business.

There we've given one hint as to why "a penny saved is three pennies earned." Taxes on economies are much less than taxes on earnings. Part of those three pennies are tax pennies. But that is still only a part of the story.

Lest there be any grumbling about plagiarism, we hasten to explain that "You and the Southeast Corner—OR the Treasure Hunt for Net" was a theme, or almost a battle cry, for members of the Pacific Coast Gas Association's accounting section during the association year. Jack Liecny of Arizona Public Service Co., Phoenix, the section chairman, hammered on the theme all year. And William Thompson Quinsler, of the same company, used the theme as the title of a talk he made before the section last spring. It is from the Quinsler paper that this article is adapted.

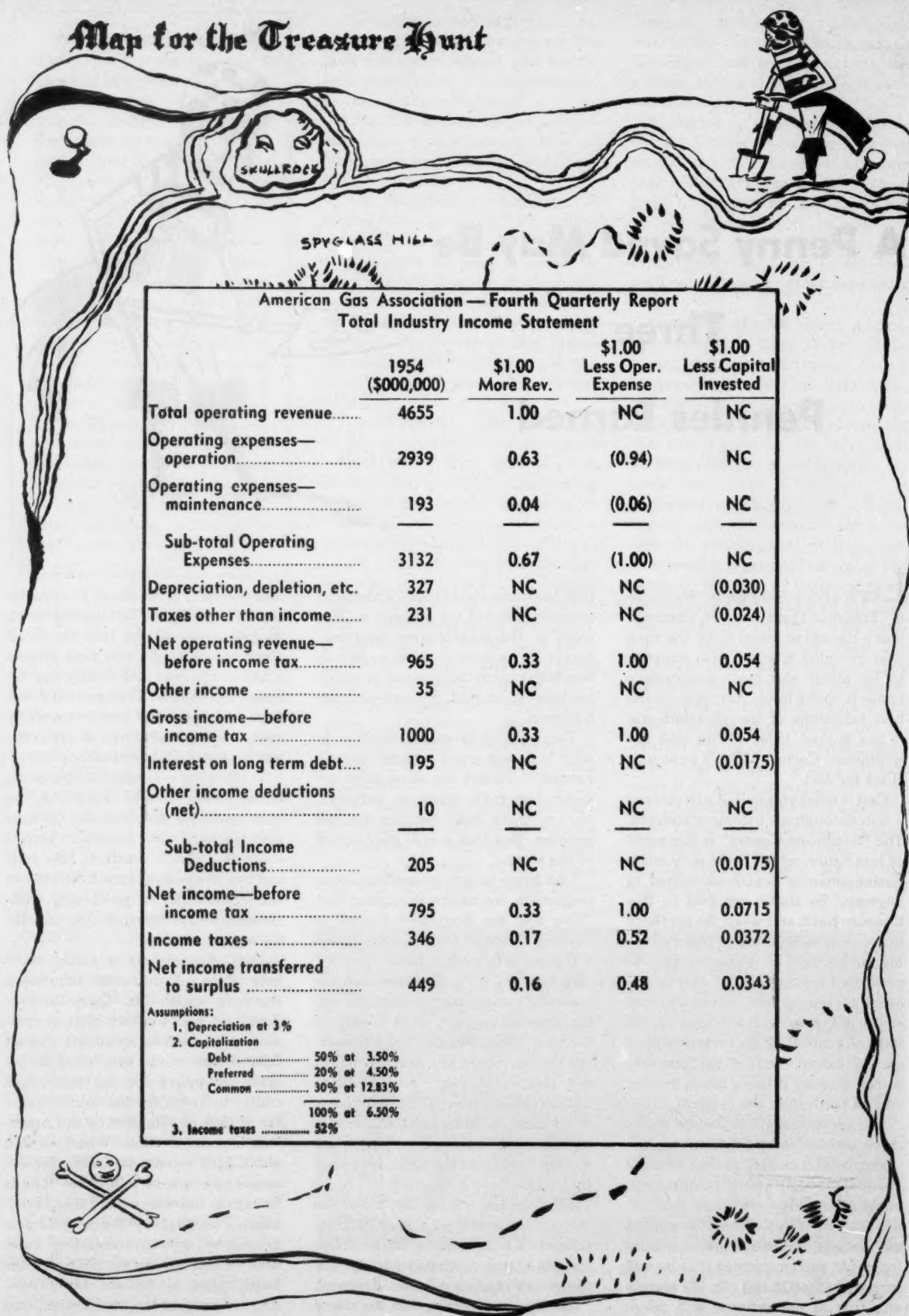
Mr. Quinsler used as his "map" the income statement of a certain business, as we shall show later. "How we get to our destination is the all-important question," he declared. "The routes we take can be many

and varied. The mode of transportation we use has to be decided upon. The objective of the trip has to be clear in mind. We can tour around all over the map and finally end up at our destination having spent much time and money, or we can carefully plan this trip and arrive at our destination (with plenty of money left)."

In planning a company's operation, management should work out the best route for reaching the "Southeast Corner." The amount shown there is a direct result of how well the trip has been planned. It's either the reward for a good and well-thought-out journey, or the penalty for a poor one.

Now, if everyone is ready, we'll take off on a hypothetical trip, using the map which Mr. Quinsler provided. It is not a map that is completely representative of the one an LPG dealer would use, being an income statement for the entire gas utility industry for the fourth quarter of 1954, as compiled by the American Gas Association. When we talk about 52% income tax rates, for example, we are in a bracket that is foreign to unincorporated small business. The utility industry is also bound by certain accounting rules and regulations, as set down by the local, state, or federal authorities, depending upon the jurisdiction. And

# Map for the Treasure Hunt



## American Gas Association — Fourth Quarterly Report Total Industry Income Statement

	1954 (\$000,000)	\$1.00 More Rev.	\$1.00 Less Oper. Expense	\$1.00 Less Capital Invested
Total operating revenue.....	4655	1.00	NC	NC
Operating expenses— operation.....	2939	0.63	(0.94)	NC
Operating expenses— maintenance.....	193	0.04	(0.06)	NC
Sub-total Operating Expenses.....	3132	0.67	(1.00)	NC
Depreciation, depletion, etc.	327	NC	NC	(0.030)
Taxes other than income.....	231	NC	NC	(0.024)
Net operating revenue— before income tax.....	965	0.33	1.00	0.054
Other income .....	35	NC	NC	NC
Gross income—before income tax .....	1000	0.33	1.00	0.054
Interest on long term debt....	195	NC	NC	(0.0175)
Other income deductions (net).....	10	NC	NC	NC
Sub-total Income Deductions.....	205	NC	NC	(0.0175)
Net income—before income tax .....	795	0.33	1.00	0.0715
Income taxes .....	346	0.17	0.52	0.0372
Net income transferred to surplus .....	449	0.16	0.48	0.0343

### Assumptions:

1. Depreciation at 3%

2. Capitalization

Debt ..... 50% at 3.50%

Preferred ..... 20% at 4.50%

Common ..... 30% at 12.83%

100% at 6.50%

3. Income taxes ..... 52%

## Penny Saved... Statement is affected by both capital and operation

more important still is the fact that a utility's earnings are sharply limited by a rather low and moderately inflexible ceiling imposed by these same regulatory agencies.

Yet the income statement of these utilities is fairly typical of all businesses in most of its elements. So it will serve us well as a representative chart, after which we may pattern our own.

Parenthetically, it would be well to note that the ceiling on earnings, in those jurisdictions where it is particularly harshly and inflexibly applied, has been a target for utility financial men's most bitter jabs. Many claim that it penalizes efficiency and that, as a side effect, destroys the incentive to increase earnings. Yet here, too, we may find a moral. Gas utilities, in the bloom of their economic life, are frustrated, on the one hand, by limitations on their earning power and worried on the other lest their earnings fall sharply below what they are allowed. They are paying very close attention to ways in which they might "earn" those "three pennies."

### Shown on the Map . . .

The map, in the words of Mr. Quinsler, "shows in very simple form that there was so much money received as operating revenue, so much money spent in order to run this big business, and extend the service to the customer, and, finally, it shows an amount left over as a result."

As we embark on the trip, let's let Mr. Quinsler be our guide. Quoting from his article:

There are two major areas of a company's overall operation that affect the results shown on this statement. The first might be called the capital effect, and the second we will call the operations effect. Some of the items on our income statement are a function of the capital effect, some of them are a function of our so-called operations effect, and some have a bearing on both capital and operation, either directly or indirectly.

Looking first at the revenue, we know that the amount of money we take in is dependent upon such things as the rate we . . . charge for our service, and the sales effort we make to show the customer that we can give him a real serviceable product for his dollar. . . . Here we have to prove to him that he will get more out of spending his money for equipment that uses our product than he will by buying himself a new car or a new suit. . . .

We also know that our revenue will be affected if our (physical setup) is poorly designed, resulting in low pressure and our inability to rapidly extend service to new growth, both area and load wise.

Now, let us look at "operating expense," and we break this down into operating expense—operation, and operating expense—maintenance. This item uses up more of our money than any other expense of doing business—some 67%, for the total industry in 1954.

You all know what items go into making up operating expense, but let me point out some of the large ones:

1. Labor.
2. Fuel.
3. Materials and supplies.
4. Transportation.
5. Insurance.

It is plain to see that we must make provident use of the money we spend here if we are to get to the "Southeast Corner" in good condition. Remember this part of our key map. We will come back to it later.

The next item we see is "depreciation, depletion, etc." This represents the money we have to set aside to take care of the replacement of worn-out facilities. This depreciation expense will be greater if we do not wisely invest our capital in productive plant equipment that will carry its own earning load. Every dollar invested is expected to be a productive dollar.

Taxes, needless to say, are a sizable deduction from operating revenue. Here for the purpose of illustration

we have shown only the taxes other than Federal income and excess profits taxes. These are such taxes as ad valorem or property taxes, Social Security taxes, sales taxes, privilege license taxes, or franchise taxes, and any other federal, state, or local taxes, which may be assessed, other than the income or excess profit taxes.

### Revenue Deductions

At this point we find ourselves down to the "net operating revenue before income taxes," which gives us the difference between what we took in from the customer in exchange for our service, and the amount of money which we had to spend on operations to give him that service. Of course, this amount does not reflect the income taxes we paid, nor does it take into consideration what we have to pay the people who have loaned us their money to build our industry, as you will see in a moment. It is simply the reverse less the revenue deductions.

"Other income" is the next item on our map. This represents all other income the company receives from non-operating sources.

Next we have "gross income," which represents the amount of return we have on our operation. . . . From this we must deduct certain fixed charges before we can arrive at our net income. The principle income deduction is the interest which must be paid on long term debt, which represents money that has been loaned to the company, secured by either property or a sinking fund, or both, and is paid for at a fixed rate of interest. Bonds, debentures, and bank loans are examples of long term debt. The rate of interest which is paid is decided upon at the initiation of the loan, and is a function of several variables not by any means the least important of which is the showing that a company makes through this key map we are talking about—the income statement.

The amount of debt money that a company maintains as well as the amount of its equity money is a direct function of its capital expenditures, i.e., new plant and equipment. This assumes constant capital ratios.

Other income deductions include such items as other interest charges, miscellaneous income deductions, and interest charged to construction,



## Penny Saved... Decrease in expenses brings the largest return

the latter being a credit to such deductions.

Now we are down to net income before income taxes, which is obtained by subtracting the income deductions from the gross income. The final step in our problem here is to subtract out the income to arrive at our "Southeast Corner"—the net income, transferred to surplus. This is the amount of money we have truly earned for the owners of the company. Out of this we pay the preferred and common stockholder a dividend on the money he has invested in the company, a reward for his faith in our ability to do a good job, and usually out of this we set aside an amount to be reinvested in the company—to be spent on expanding the company so that it can earn more for its owners. . . .

This is all very fine up to here. . . . But now let's look again at our map and perform some experiments.

### Operating Ratio

Suppose we assume, here in column two, that we received \$1 more revenue in 1954. What effect will that have on our "Southeast Corner"? We will assume that we maintain a constant operating ratio; that is to say, we will spend the same amount, percentage wise, for operating expense as the industry did in 1954. Sixty-seven cents of our dollar immediately goes for operating expenses. Depreciation and depletion charges will not change. Taxes, other than income, will not change noticeably and so we find that out of that dollar we have 33 cents left as net operating revenue and also as gross income, before income taxes. There will be no effect on income deductions to speak of, which still gives us a net income before income taxes of 33 cents. Now, income taxes will take another bite of 17 cents out of our dollar, assuming a Federal income tax rate of 52%, and we end up with 16 cents in our "treasure."

Now, let's try another experiment. Let us assume, in column 3, no change in revenue, but instead let's reduce our operating expense \$1.

Ninety-four cents will be saved in operation and six cents in maintenance. Again there will be no change in depreciation, depletion, taxes other than income, or other income, and so we end up with the whole dollar in gross income, before income taxes. As was the case in our last experiment, there will be no effect on our income deductions and, lo and behold, our net income, before income taxes, still has a dollar we have saved. Of course, we can't expect Uncle Sam to let an opportunity like this to pass him by, so we cast a frowning glance his way and pay him 52 cents for his share of the dollar we have saved. That leaves us the total sum of 48 cents as the reward of a successful "Treasure Hunt."

We have one more test that we might perform. Let us say that, in column 4, we will spend one less dollar capital investment and will still receive the same amount of revenue and incur the same operating expense. . . . First, we will find that the depreciation and depletion expense will be affected, and we will use a straight-line depreciation rate of 3%. The resulting savings is three cents. Now, if we use a 35% assessed valuation of property and an average tax rate of 6.8%, we will find that our ad valorem taxes, which makes up the biggest part of taxes other than income, will be reduced almost 2½ cents. We have thus increased our net operating revenue and our gross income before taxes by 5½ cents.

Using capitalization ratios of debt at 50%, preferred at 20%, and common at 30%, and at rates of 3.5%, 4.5%, and 12.83%, respectively, we find that the saving in the interest on long term debt amounts to slightly under two cents. Adding the increase in gross income to the decrease in income deductions we arrive at an increase in net income, before income taxes, of a little over seven cents. Taking out almost four cents for income taxes we wind up with a net saving of almost 3½ cents in our "Southeast Corner."

Now, we have performed three experiments—one in which we increased revenue by \$1 and left all

other, except the directly attributable factors, the same; in the second case we reduced the operating expenses by the same \$1 and examined the direct effect on net income; and in the third case we made one less dollar in capital expenditures. What happened? We observed in our "Treasure Hunt" that in the first case we gained 16 cents; in the second case we gained 48 cents; and in the last case we realized a gain of only a little more than three cents.\*

### What Does It Mean?

What does all this mean to you? Does it indicate the same thing to you as it does to me?

To me it means we must do a good job of designing and planning so as to keep the operating labor cost down. We must remember that our little experiment here showed us that within certain limits, we can't afford to incur higher operating expenses in exchange for cutting down on original capital outlay. It is clear to see that we should not attempt to maintain old equipment too long a time and build up our maintenance expense.

It is important for us to realize the effect that losses have upon our operating expense, and that we should take all reasonable and economic steps possible to guard against such inefficiencies of operation.

We must not think of materials and supplies as incidental little expenditures that are dwarfed by the large amounts of moneys invested in plant and equipment. Almost 50% of the cost of each little item we use here is reflected directly in our "Southeast Corner."

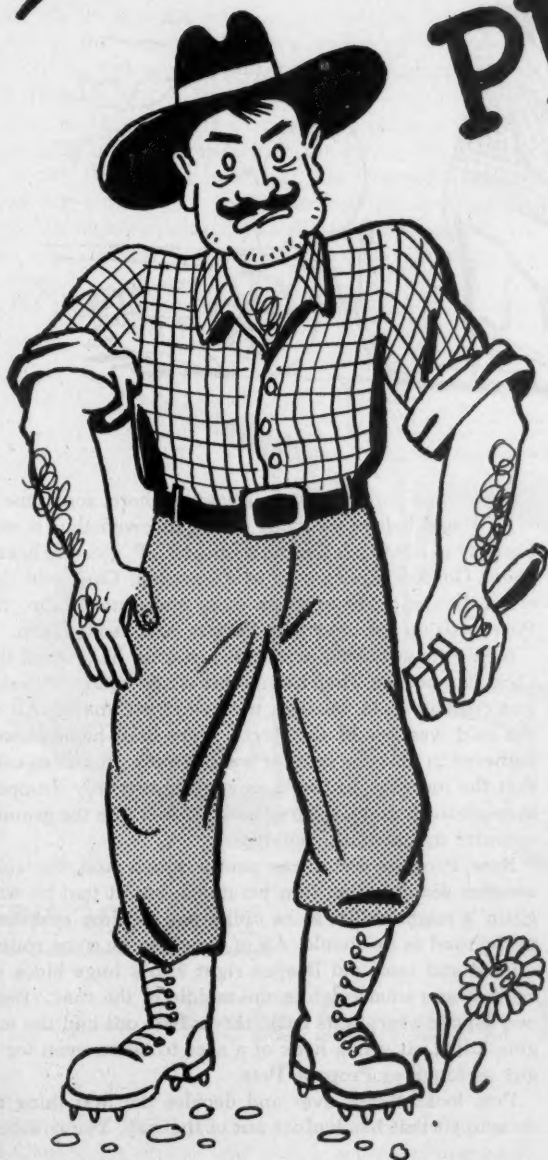
Transportation and insurance are no different than the other operating expenses. They are still major items. When we make good use of our transportation equipment we are helping to make a good showing on our key map. When we plan and maintain a good safety program we are cutting down on the premiums which we have to pay for insurance and consequently boosting the amount we can point to in our "Southeast Corner."

Watch that "Southeast Corner" of your key map! This is your guide in your "Treasure Hunt for Net." ■

\*Or, before taxes, 33 cents, \$1, and 7 1/7 cents.

Introducin'

# PROPANE PETE



## ... APOSTLE OF L. P. GAS

Propane Pete may have been "born in a refinery, cradled on a drill rig," but he was the brainchild of an accountant-turned-advertising-manager. With a sense of humor.

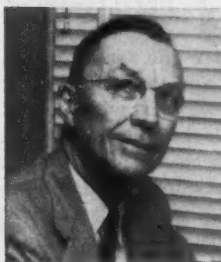
Both Joe (J. Arthur Thompson) and his sense of humor, along with his flair for writing, have managed to survive two world wars, a career in accounting, 30 years of marriage, the upbringing of two daughters, the grandfathering of five kiddies, and even a spell in college.

He had his start as a printer's devil in his native state of Kansas, but the also-wide-open spaces of Wyoming called after World War I and he has been a dweller in the Rockies off and on ever since. This may explain why he first ran onto Pete up around Wyoming-Montana way, and why the first episode in the saga of Propane Pete

finds him headin' north for Alberta, Can., where he aims to convert a feller name of Gordon McClean to LPG.

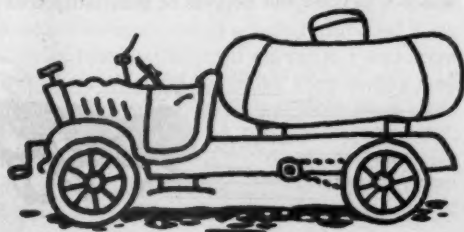
Does he succeed? Well, now, we wouldn't want to give away any secrets. . . .

Anyway, Ol' Pete and his rather unlikely adventures will be spicing up the pages of BUTANE-PROPANE News fer quite a spell to come. Keep awatchin' for him.



By J. A. Thompson

and his Bobtail Beepee



## Pete and the Frozen Moose



**P**ROPANE PETE was born in a refinery, cradled on a drill rig and his mammy hitched him up to a butane cylinder for a nursin' bottle. He grew up among the rattle snakes, horned toads and tarantulas of the wide open spaces. He could out-rattle a bear, out-bellow a wild bull, and out fight a dozen wild cats. He drank straight propane for an appetizer and used gasoline for a chaser, altho he preferred something stronger. He was a wild, rootin' tootin' rough and tumble hombre but he had a kind heart.

He was the original apostle of L.P. gas and he believed it was his mission in life to tell the whole world about it and show 'em what it would do. He rigged himself up a bobtail truck that he called Beepee. The tank wasn't much but it held gas. Whenever it would spring a leak, Pete would just spit on the crack and that sealed it off good. It got so that pesky tank was covered with sealant.

The truck it was mounted on looked like a refugee from a dump that had tangled twice too often with a steam roller. It was pretty much of a mongrel and folks said unkind things about it, but still it ran. Its mammy was an old time Maxwell and its pappy was probably a Model T, but somewhere in the ancestral line had been a one lunged Brush and an Apperson Jack Rabbit. It was not beyond the bounds of possibility that a Stanley

Steamer had gotten into the act somewhere, sometime.

As I said before, Propane Pete conceived that it was his duty in life to preach the gospel of L.P. gas. He heard about Gordon McLean up in Edmonton, Can., and decided that he ought to go up there and convert him. So Pete loads up the old truck, Beepee, and heads north.

Now Pete got along fine until just after he crossed the Canadian border. Then he ran into a cold spell. It wasn't just ordinary cold weather, not even for Canada. All of the cold weather of the Arctic from both hemispheres gathered in that one spot for a convention. It was so cold that the mercury in the thermometer not only dropped through the bottom, it bored down 10 feet into the ground to warm up enough to solidify.

Now Propane Pete was pretty tough and the cold weather didn't bother him too much, but at that he was gittin' a might chilly, so he didn't pay as close attention to the road as he should. All of a sudden he come round a bend and rams old Beepee right into a huge block of ice that was smack dab in the middle of the road. Beepee flopped over on its back, threw Pete out and the engine killed. It was a heck of a spot to be in, even for a guy as tough as Propane Pete.

Pete looks things over and decides the first thing to do is to git that block of ice out of the way. You couldn't







get around it. It was too big to chop out, so he drags out his propane hose and turns the valve. Well, it was so cold that the propane had jellied up and just trickled a little bit. Pete found he'd lost his matches, but he was equal to the occasion. He just pulled off a boot and scraped his foot across a flint rock and the sparks ignited the propane.

Well sir, Pete squirts that burning propane all over that block of ice and it melts right down. Now believe it or not, right in the middle of that block of ice was a great big moose. Pete had never run into a moose before, but he knew what it was and he wasn't scared. He just kept squirtin' burning propane over it until he got it free.

The moost just stood there gittin' warm and lookin'

things over. It turned around so Pete could melt the last of the ice off its tail, then it took off on a high lope.

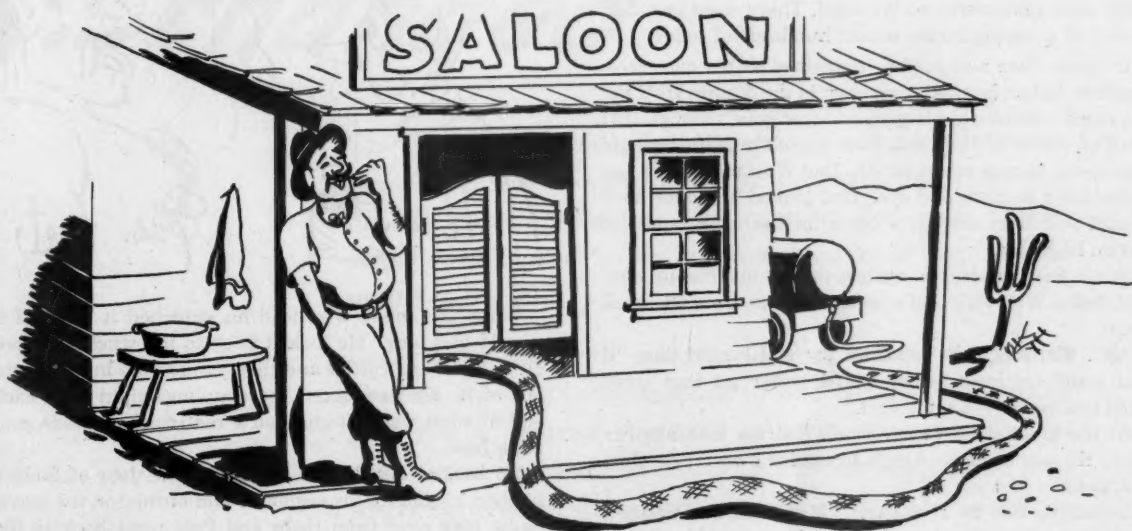
Pete figured that was the last of the moose and set about tryin' to git Beepee back on its wheels. He was gruntin' and strainin' when he heard hoofs behind him. Here was Mr. Moose back and he'd brought along his wife and his brother.

Mrs. Moose sidles up to Pete and offers him a drink of moose milk. Bein' slightly dry, Pete accepts with speed and gusto.

While Pete was drinkin' moose milk, Mr. Moose and his brother puts their horns under old Beepee and heaves it right side up but headed in a south direction. Weather bein' what it was, it weren't no time to argue about directions. Pete climbs in but the engine wouldn't start. Just froze solid.

So them three moose git behind and start shovin'. They got to runnin' so fast that the friction of the air thru the radiator thawed out the engine and it started goin'. Pete says a "Thank 'ee kindly" and keeps goin' south. He didn't stop till he got clear down to Worland, Wyo.

Pete allus felt bad about not gittin' to convert Gordon McLean on L.P. gas but some one else did and he's runnin' Canadian Propane Ltd., today. So it was all right anyway. ■



## EPISODE NO. 2

# Pete Saves a Lady in Distress

**P**ROPANE PETE run into a spell of cold weather up in Canada. It was so cold that a couple of late geese, heading south, had frozen right in the sky and hung there. Propane Pete was born in a warm climate (probably ended up in a warmer one) and he didn't care much about cold weather. So he started south without any fiddling around.

Pete had had a drink of moose milk just before starting so he was feeling pretty good and let his old truck,

Beepee, ramble. He skidded and rattled right down through Montana without stopping. He stampeded a big herd of cattle but he just stepped on the gas and went right through them. He and the truck were pretty well splattered from them scared cows but Pete wasn't finicky. He just kept going.

When he got down into Wyoming the moose milk had sort of faded out and he was not only dry but hungry. He rattled into Worland and pulled up before Dad Wor-



land's Palace of Snake Bite Remedy. When he got out of the cab, he discovered he'd left his hose dragging and there wasn't a thing left of it but the couplings and they were mighty badly battered up.

Now all this happened before Tal Lovelady left the beautiful blue grass hills of old Kentucky to spread the gospel of Pure Gas over the rocks and sage brush of the wide open spaces around Worland. There wasn't an L.P. dealer or a supply house within hundreds of miles.

Propane Pete was mighty chagrined at his own carelessness. In fact he was clear down in the dumps. He'd put too much odorizer in his gas and after goin' through that herd of cattle in Montana, Pete wasn't smellin' exactly like roses. But he moseyed into Dad Worland's place and called for a bottle of red eye. Dad looked him over, took a sniff and then set out a bottle of the most powerful potion he had.

While Pete was leanin' against the bar and cussin' himself, Sadie Worland, Dad's wife, comes in from the back room.

"Mr. Worland," she says real icy and formal like, "If you want anything to eat, you'd better git that stove fixed and rustle me some fuel."

At the mention of eatin', Pete's distress took another turn. He was hungry enough to eat his own truck, Beppee, patches and all.

Impulsive like he spoke up: "Mam, I'm so hungry I can't wait for a polite introduction. But if you'll give me something to eat, I'll rig you a stove of sorts and furnish the fuel."

"Git goin'", says Sadie. "I got a quarter of the best beef that ever broke its leg in an arroyo."



Pete leaves his bottle and goes out to his truck. He had an old regulator, a short piece of pipe and he figured to make a burner out of a couple of tomato cans. But he didn't have any hose!

He raged and cussed for a minute and then went scoutin' on the edge of town to see what he could find. He flushed some sage hens, a pair of coyotes, and then darned near stepped on a rattle snake.

It was the grand daddy of all the rattlers in that part of the country. He was so big and mean that he poisoned the ground he crawled over. But Propane Pete could be pretty mean himself. Besides he was hungry and that snake give him an idea.

He grabbed the snake around the neck with both hands, spit in his eye and blinded him. The snake wrapped himself around Pete and started squeezing. Pete squeezed right back. The venom flew all over, but it didn't hurt Pete any. He was too well plastered. The old timers around Worland still tell about that squeezing match. Pete spit and squeezed. The snake squeezed and squirmed. It lasted darned near half an hour, but Pete finally won.



When the snake was dead he stretched it out and it was 19 feet long. He took it back to the truck, snapped off its head and rattles and then yanked the insides right out of it. He hammered the couplings right onto each end of what was left and had a real western made propane hose.

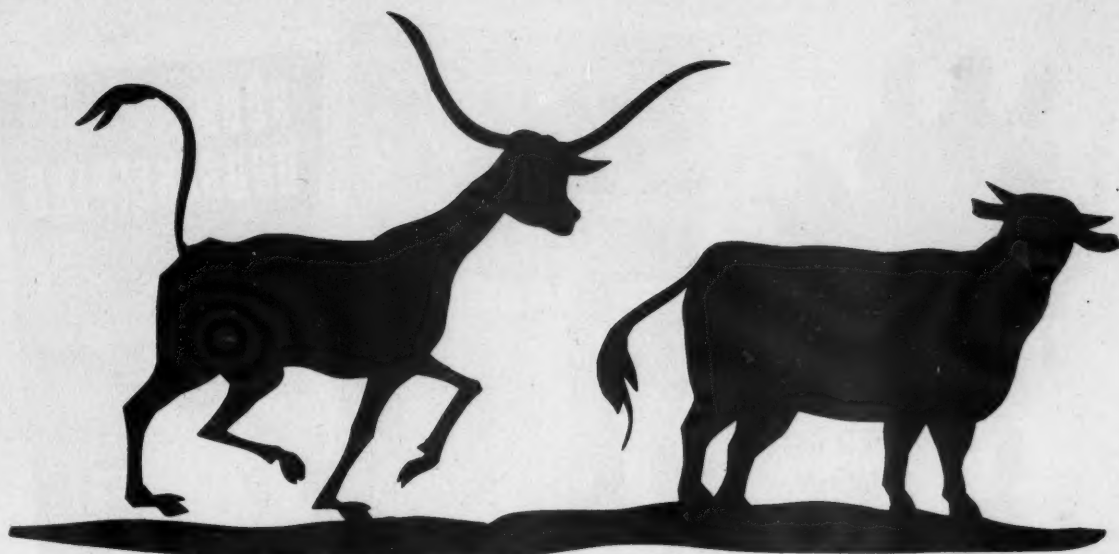
He backed old Beppee around to the door of Sadie's kitchen, rigged up his regulator and burner on the stove. Sadie took over from there and Pete went back to the bar and his bottle for a little appetizer.

After putting away seven good sized steaks, Pete allowed that he'd had enough and anyway, he kinda felt like maybe he'd strained something in wrestling that snake, so he'd better go a bit light on eating.

On Dad Worland's advice, Pete went over to see young Doc Gray. The doctor sniffed and poked about a bit and then allowed that the best thing Pete could do was to go down to Thermopolis and take a soak in the hot springs there. It ought to take away the soreness as well as a few other things.



**NEXT  
MONTH**



*Paul L. May*

*...changed*

The beef steer of today is a big change and a big improvement over the longhorn of yesteryear. Similarly the Sid Richardson Gasoline Co. contract for your supply of LP-Gas is also a big improvement over the normal supply contract.

Because we have no company-owned outlets we are in position to offer independence to our customers. We can give you a contract prepared to meet your desire. You decide how you want to buy your LP-Gas supply . . . anywhere between all spot purchases or a contract by which we guarantee your total requirements at assured competitive prices.

Let us tell you about our new type of delivery agreement and our record of delivery performance.

## ***Sid Richardson*** **GASOLINE CO.**

**629 FORT WORTH CLUB BUILDING • FORT WORTH, TEXAS**

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OMAHA, NEBRASKA





## National Safety Council Offers Broad Range of Aids for LPG Operators



**W**INDOW shoppers strolling down Chicago's Michigan Ave. this month will find the store windows sporting a new figure among the usual mannequins. "Little Sammy Safety"—the National Safety Council's junior ambassador of accident prevention—will be welcoming safety men from all over the world to the 43rd National Safety Congress & Exposition.



The congress, the annual convention of the National Safety Council, will attract some 12,000 persons to the Windy City during the week of Oct. 17 to hear more than 600 safety experts describe the latest techniques for keeping people safe at work, at home, and on the highways.

In the industrial field, 26 complete programs conducted by the industrial sections of the National Safety Council will cover developments in such industries as automotive and aircraft manufacturing, chemical, construction, food, metals mining,

petroleum, public utilities, and wood products.

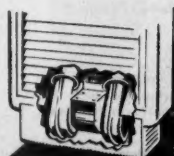
There will be seven meetings of the petroleum section alone, covering safety in exploration, drilling, manufacturing, pipe lines, production, and marketing. The pipe line meeting will feature a talk on the safe repair of LPG pipe lines by Harold Smith, assistant superintendent of maintenance, Phillips Pipe Line Co.

This year's congress will be the 43rd since the first meeting in Milwaukee in 1912 which set up the Na-

Heats  
**BOTH**  
by  
Circulation  
and by  
Radiation



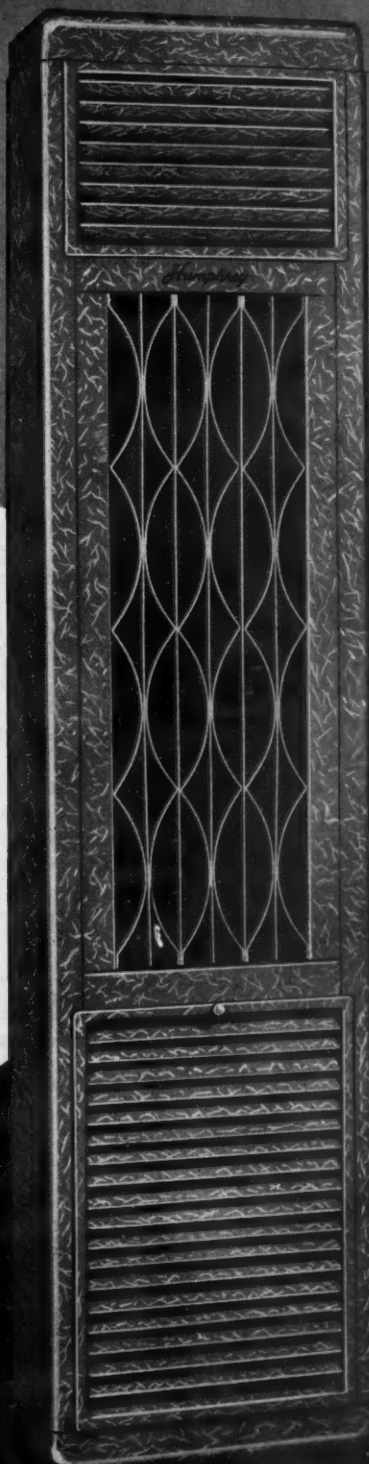
**3 Rich  
Decorator  
Colors  
from which  
to choose**



*Optional . . .*

**BUILT-IN BLOWER**

—At bottom of heater, draws cold air off floor, provides positive circulation.



*A Great New Sales Maker  
for Gas Heating Dealers*

*The Humphrey*  
**RECESSED  
WALL  
HEATER**

Again the famous Humphrey engineering laboratories have produced a masterpiece . . . a new and better Recessed Wall Heater that you can sell in volume, because it's loaded with the kind of selling features that today's public demands.

It's smartly styled, richly finished in choice of 3 smart decorator colors. It heats 2 ways — both by circulation and by radiation.

It has such superior features as Hi-Economy Burner; new steel and cast iron combustion chamber; exclusive Corr-I-Tube Radiator; and new optional floor-level blower, most efficient ever built into a heater of this type.

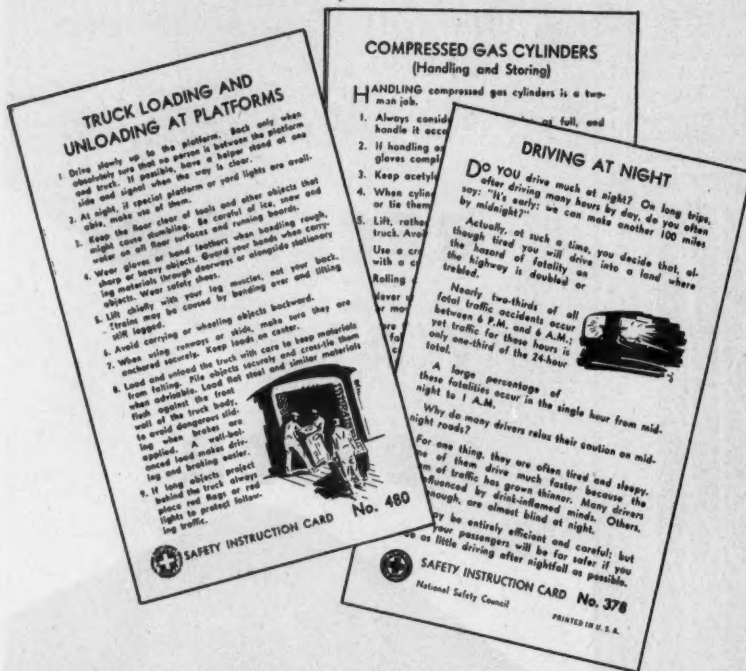
**NEW! FULL COLOR BROCHURE**

Write today for free copy of this new brochure that shows the Humphrey Recessed Wall Heater in full range of colors — fully describes and illustrates its amazing sales features.



**GENERAL GAS LIGHT CO. • KALAMAZOO, MICHIGAN**

## National Safety Council...Safety instruction cards make invaluable file



Samples of informative safety instruction cards available to participating council members are shown above. Subject matter covers all phases of safety engineering.

tional Safety Council as the hub of the safety movement.

Many people who know the council only through its efforts to reduce the holiday traffic toll are not aware of the council's work in other areas.

The National Safety Council is a nonprofit, cooperative association serving as a clearing house to gather and distribute information on the causes of accidents and the ways to prevent them.

It investigates and compares ways of making equipment and working conditions safer. It helps plant management, the foreman and workers locate hazards and guard against them. It outlines programs for stimulating and maintaining safety interest both on and off the job.

The council operates in all fields of accident prevention—industrial, traffic, home, school and farm. The largest part of its professional staff, however, is concerned with industrial safety.

Starting with a handful of mem-

bers and a two-man staff in 1913, the council has grown until today it counts among its members most of the nation's largest concerns and has a staff of more than 350 at its headquarters office in Chicago. In 1953, the Congress of the United States recognized its pre-eminent position in accident prevention by granting it a federal charter.

For maximum effectiveness, the industrial membership of the council is divided into 28 sections, each dealing with the accident problem peculiar to a certain type of industry. A safety engineer at council headquarters, familiar with the special hazards of this industry, coordinates the work of volunteer safety specialists from member companies in cooperatively developing safety programs and other techniques for combating accidents. Information is gathered and disseminated so that the lessons learned by one company are passed on to other members.

Companies that join the council

pay a membership fee based on the number of their employees. In return for this they receive materials and services designed to assist their safety personnel to do a better job in bringing accident prevention to foremen and workers.

Liquefied petroleum companies that join the council will find their primary interest in the petroleum section. This section, which was founded in 1921, includes as members most of the nation's large petroleum companies. The safety personnel of these companies pool their accident prevention experiences for the benefit of all. Here are some of the materials and services that LPG operators can receive from the council:

(1) *The National Safety News*—The council's general industrial safety magazine, the *News* keeps the company's safety personnel up to date on the latest advances in accident prevention programs and techniques.

(2) *Safety posters* in varying sizes to fit the particular needs of the members. The council has produced more than 10,000 different poster designs since 1915 and distributes millions of posters annually.

(3) *The Petroleum Section Newsletter*, issued monthly, carries helpful advice on specific safety problems

### HAP HAZARD

#### A New Safety Feature

##### EDITORS:

Once again we are sending you a free mat service on work safety, using the popular cartoon technique that has been so effective in accident prevention.

We hope these 10 cartoons hitting the most universal and persistent problems in industrial safety will appeal to you, and that they will be a real help in your efforts to promote safety in a compelling manner.

Please mail the enclosed postcard if you would like the mats. If you use offset or other processes, we believe these proofs are sufficiently clear for such reproduction.

Your use of the cartoons will be greatly appreciated.

Paul Jones, Director of Public Information  
National Safety Council  
425 N. Michigan Avenue, Chicago 11, Ill.

Hap Hazard, National Safety Council gremlin, presents visual safety reminders in entertaining and graphic cartoons.

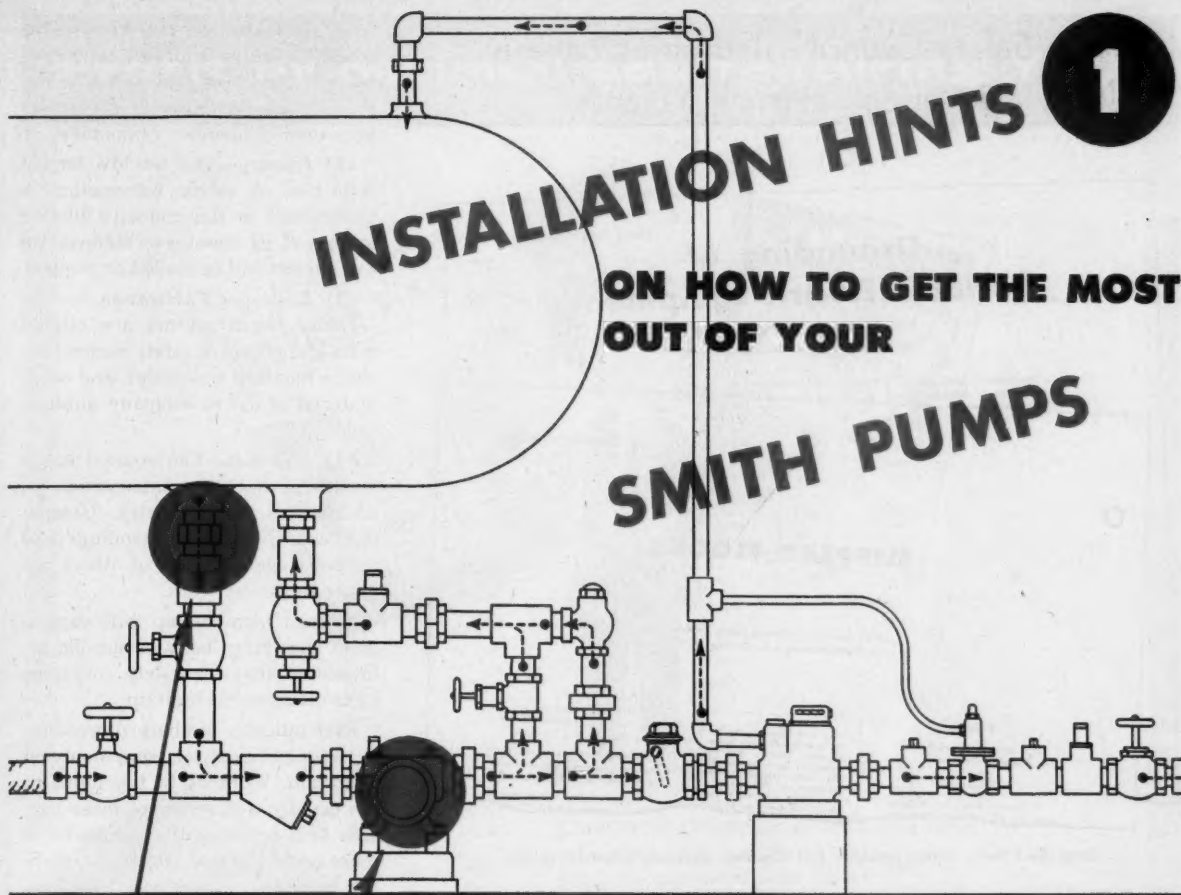


# INSTALLATION HINTS

1

ON HOW TO GET THE MOST  
OUT OF YOUR

SMITH PUMPS



## EXCESS FLOW VALVE

You can double the life of your Smith pumps and increase delivery rates by changing to a new excess-flow valve in your storage tank liquid outlets.

A new series of Bastian-Blessing excess-flow valves is now available. It is more than 400% better for the pumps. For example, a typical comparison of the old against the new shows a pressure loss equivalent to 173 feet of 2" pipe in the old, against only 37 feet in the new. The new numbers recommended for 50 GPM pumps are Rego A7537L and A7537FL. These are interchangeable with the old 2137 and, with a longer pipe nipple, can also replace the widely-used 3192A and 3292.

Use of these new valves with Model TC-2 and MC-2 Smith pumps will double the service life of the pump and noticeably increase the delivery rate in most cases. A7537L is for tanks having liquid outlets using half couplings. A7537L can be used with either half or full couplings. See your Bastian-Blessing distributor. We recommend that all old-style valves in pump liquid inlet lines be replaced with these new valves. Write for our sheet K-3, giving recommendations on the excess-flow valves to use for other sizes of Smith pumps.

What we say in this series applies to Smith pumps only. Other makes of pumps are made in different ways and have different pumping characteristics. They may require different piping arrangements.

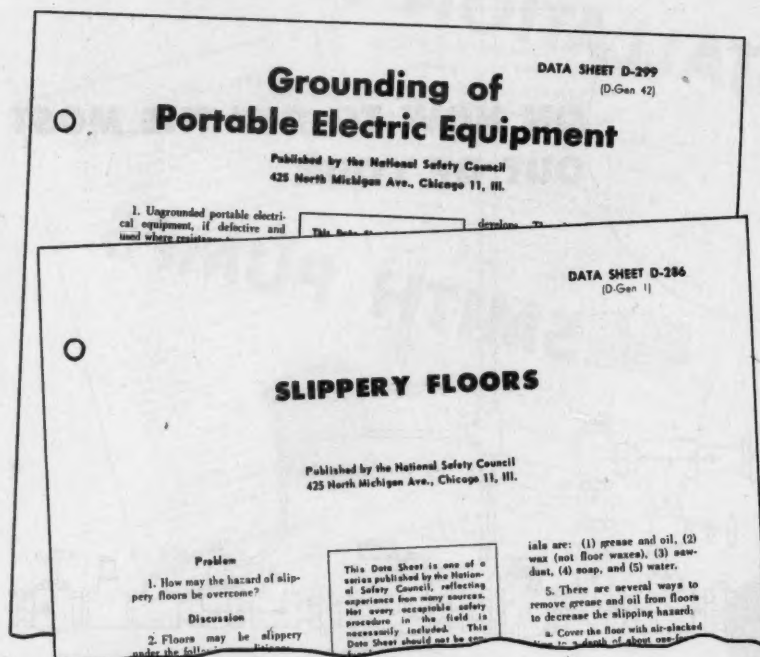
Telephone PYramid 1-2293 or PYramid 1-2691

# SMITH

PRECISION PRODUCTS COMPANY

1135 MISSION STREET, SOUTH PASADENA, CALIFORNIA

## National Safety Council... Industries have a tendency to overlook existing hazards



Data sheet series covers problems and solutions involving industrial safety.

of the industry. Edited by a prominent petroleum safety man, the newsletter includes contributions from safety personnel in member firms.

(4) *The Industrial Supervisor*, the council's magazine for foremen, goes to some 150,000 foremen throughout the nation. The *Supervisor* not only provides the foreman with safety information, but also carries many articles designed to develop that leadership required for the effective handling of workers.

(5) Here are some of the many other council publications that are useful to safety personnel:

**Accident Prevention Manual**—A big general reference work—the "bible" of industrial safety.

**Accident Facts**—Yearly round-up of statistics on all types of accidents.

**Congress Transactions** — Proceedings of the annual National Safety Congress — petroleum section's sessions are bound separately.

**Safe Worker and Safe Driver**—Pocket-size monthly booklets that

contain common-sense safety shorts liberally sprinkled with humor and lots of cartoons. Makes safety palatable to the employees.

**Five-Minute Safety Talks**—Five books, each containing 52 five-minute safety talks. Useful for foreman who must conduct short safety meetings.

**Industrial Data Sheets** — Here are specific answers to hundreds of questions in the handling of specific chemicals, machines and work procedures.

**Detail Sheets** — Give working drawings for the construction of temporary structures or safety devices that must be built on the job.

**Safetygraphs**—Illustrated safety talks on many subjects for foremen and others who instruct small groups. Large spiral-bound pages have illustrations on one side and text on the other.

In addition to the accident prevention materials, the Council offers many services that can aid a company in achieving a reduction in accidents. Some of these are:

(1) **Consultation Service**—The council's entire staff of engineers, safety technicians and industrial hygienists are available to the safety personnel of member companies.

(2) **Library**—The world's largest collection of safety information is maintained in the council's library for use of its members. Material on any subject will be mailed on request.

(3) **Employee Publication Service**—House organ editors are offered mats and proofs of safety cartoon series, a monthly newsletter, and other material of use to company publications.

(4) **Statistics**—The council has a wealth of statistical information on accidents in all industries. Companies can check their standings and progress against those of others engaged in similar work.

Council membership will supplement that large body of specific information that the safety conscious LPG industry has built up.

Each industry has hazards peculiar to its type of material, equipment and operation. Workers in the industry are usually well aware of these hazards and, consequently, accidents in these areas are few. However, there is a tendency to overlook those hazardous conditions that are common to all industries and which account for the bulk of the disabling injuries for which compensation is paid.

According to information received from nine state labor departments, handling objects is the principle source of compensable work injuries. Falls cause the next largest number of injuries, with machinery accidents a close third. Falling objects, hand tools, and vehicle accidents rank next in that order. Handling objects and falls together account for well over a third of the accidents. The six classifications mentioned account for more than four out of five compensable accidents.

All of the hazards noted above are present to those working with L.P. gas. The day-to-day accident problem of the industry is closely tied to the same hazards which exist in all industrial operations. It is in these areas that National Safety Council membership can be invaluable. With the Council's help, safety programs can be initiated and the materials and services provided that keep the programs alive and kicking. ■

**Profit by national ads featuring YOU!**



Over 30,000,000 BRYANT messages—all telling your customers to "see Mr. B"—to see YOU. Big space—full color. Tie in!



## be "Mr. B"

(AUTHORIZED BRYANT HOME COMFORT DEALER)

Only "Mr. B"—the Bryant Home Comfort Dealer—has all 8 of these selling assets to build his business BIG:

1. A name customers know and want
2. The most complete line of automatic heating, air conditioning, water heating
3. Quality equipment for every market
4. Exceptional distributor service
5. Professional sales training
6. Personalized selling tools for you
7. National advertising featuring you
8. Co-op "Mr. B" ads for local papers

For bigger profits now, for a secure and prosperous future—see your Bryant Distributor. Ask him about Bryant's big "Mr. B" action program, and how it can make sales and money for you!

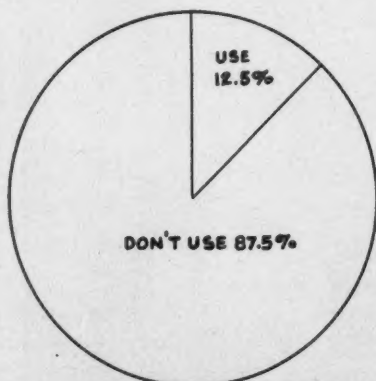
# bryant®

AUTOMATIC HEATING  
AIR CONDITIONING  
WATER HEATING



Is anybody listening?

## Opportunities for Many Profitable Industrial Applications Are Knocking



100% = 24,644 METALWORKING PLANTS

Of a total of 24,644 metalworking plants listed in "Steel's" census, only 12.5% are using LPG—even for standby.

**J**UST how much advantage is the LPG dealer taking of his opportunities in industrial applications?

Since the start of the year, BUTANE-PROPANE News has been presenting a basic series, "Know Your Industrial Markets," which is intended to acquaint dealers with the processes of industries that appear to offer the best markets for liquefied petroleum gas. Here are some excellent opportunities for load building in volumes that range all the way from small to substantial. Is the average dealer cultivating these markets?

If the so-called "average" dealer is like most of his fellow dealers, the answer must be "no." Only a small percentage of potential customers are now using LPG—even though, ironically enough, those who are us-

ing this fuel are almost unanimous in their praise of its well-known attributes.

Let's see what some of them have to say. Here's a man in the primary metals industry appraising LPG:

"Cheaper. Has no sulphur. Btu is uniform, more dependable."

Yet he speaks for an industry where less than 10% of the plants are using this fuel. In many plants, it is true, gas from city lines is available, and it is not surprising—although hardly encouraging—that among these less than 4% us LPG. In fact, breaking the industry down into its various segments, we find that the segment with the highest usage has only a 3.2% saturation, with other segments of the industry dropping off to zero. But even where city gas is not available, users in most subdivisions in this class of industry represent less than 10%.

The words of praise from men in the fabricated metal products industries are even less unequivocal:

"Clean, efficient and quick. Low maintenance. Quicker starts than fuel oil. Even heat."

These kudos come unsolicited from users, but a census of users in this field would be highly discouraging. Only a scattering of plants in a few subdivisions in this broad industry classification use LPG. Many subdivisions have no users at all.

In the classification "machinery (except electrical)" the use of LPG

**Industrial customers of LPG operators beyond the mains have increased to the point where they now represent one out of three potential customers. Yet dealers should not rest until they have cornered the other two. And where city gas is available, less than one plant in 10 uses LPG, even for standby or peak shaving.**

Here, then, is a vast and largely untapped market. Dealers who would acquaint themselves with these various industrial processes will reap substantial rewards. The necessary introduction is provided in John Abram's "Know Your Industrial Market" series, the seventh installment of which begins on page 64.

is only moderate in less than half the categories, and is practically nil in the others. Yet those who have adopted it in their plants praise it in such terms as these:

"In cutting . . . there is no substitute. . . .

"High heat immediately. Odorless



## **PERFECT CONTROL BEHIND THE WHEEL to bring you better LP-Gas**

Operating a valve at one of the many Cities Service plants, R. B. Cox exercises the careful control that characterizes every step in the production of Cities Service LP-Gas.

Small wonder this completely pure, moisture-free LP-Gas actually exceeds NGAA specifications.

We make it that way . . . and we deliver it to you that way, always on time. But that's not all. Cities Service distributors also have the benefit of expert engineering, operational, and marketing assistance . . . three big extras that help make a Cities Service LP-Gas set-up the most profitable you can have.

**SERVICE! . . . Part of our name, part of our business.**

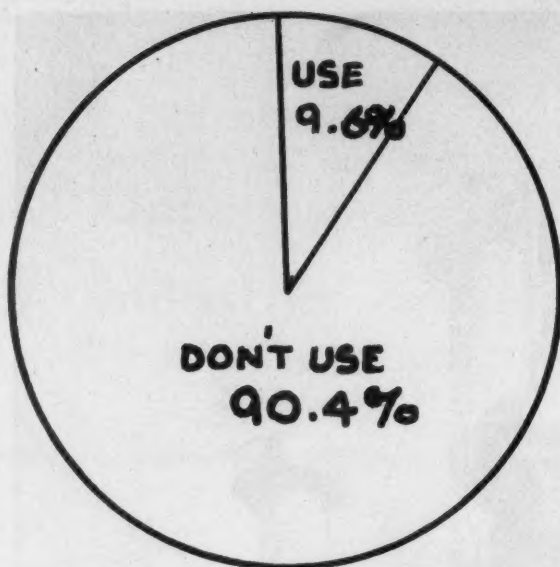
**CITIES  SERVICE**  
QUALITY PETROLEUM PRODUCTS

406 W. 34th Street  
Kansas City, Missouri

20 N. Wacker Drive  
Chicago, Illinois

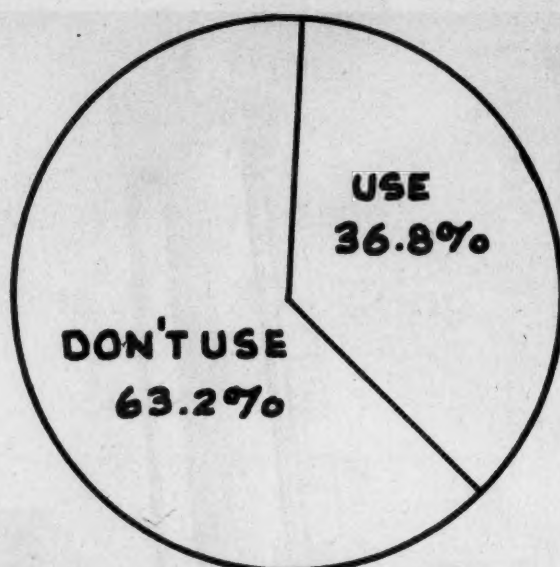
500 Robert Street  
St. Paul, Minnesota

6611 Euclid Avenue  
Cleveland, Ohio



100% = 22,079

Plants with access to city gas that use L.P. gas.



100% = 2,565

Plants with no access to city gas that use L. P. gas.

fire. (Convenient) supply and (simple) installation and maintenance.

"Needless heating equipment. Tremendous saving in original installation."

These comments are pretty typical of the reactions of users of LPG, although there is an occasional dissenter. But both the favorable appraisals and the relative figures on usage of LPG were developed in the same survey of the metalworking industries.

The survey was not our own, but was conducted by the market research department of *Steel* magazine, a national trade publication with headquarters in Cleveland, Ohio. The results were arrived at through the use of scientific polling methods.

*Steel* selected its mailing lists from the records of its own "Continuing Census of Metalworking." This compilation embraces 24,644 plants falling into nine major categories, e.g., ordinance, furniture and fixtures, primary metals, instruments, etc. These categories are further subdivided into groups according to number of employees. The classification of smallest plants included those employing from 20 to 99 persons, the second group from 100 to 499, the third group 500 or over. The researchers then determined how large a percentage of all metalworking industry each one of these groups and

subgroups represented. Thus when the 3082 questionnaires were sent out, they were machine-selected in the same proportions as the percentages shown in the census.

As an example, in the category, "fabricated metal products industries employing 100 to 499 persons," the census figure of 1828 was 7.3% of the total of metalworking industries. The number of questionnaires sent out to plants in this division totaled 225, or 7.3% of all the questionnaires sent out.

The sample returned by respondents was closely proportional to the numbers sent out in each classification; yet to increase the samples accuracy, the replies were weighted.

Such methods have shown themselves to be reliable. If we accept them at face value, we come forth with the following random conclusions:

In the primary metals industry, where city gas is available, only 3.2% of all plants use LPG as a fuel for heat treating, while 8.4% that have no access to city gas use it. For mold drying, only 2.1% of those having access to city gas use LPG, but 29.9% of those having no city gas line use it in this application. Its use in core baking among those having no city gas available is fair (18.4%), while 8.4% use it for soldering, roasting, re-torting, heating molds, enameling

ovens, etc. But in this same industry, its use for engine fuel, process heating, standby, carbonizing, furnace fuel, and atmospheric generation is infinitesimal.

In the fabricated metal products industry, where no city gas is present, it has its widest application in soldering and heat treating, with 15.7% of the plants using it. In heating the office, cutting, welding, and cleaning uses, it enjoys about 4.7% saturation. Where city gas is accessible, saturation ranges from .5% to 3%. But for full-time heating of the plant, flame hardening, atmospheric generation, fueling of fork lifts and industrial trucks, and several other operations, it is scarcely being used at all.

The "machinery (except electrical)" classification is fairly typical. Here less than half the plants with no access to city gas are using it. Twelve and a half percent use it for soldering and an equal number for heat treating, while 8% use it for heat treating and another 8% for heating the office. Yet for welding, metalizing, vapor degreasing, paint oven baking, mold and core drying, ceramic firing, and other jobs requiring heat it is practically unknown.

Perhaps a clearer picture of usages is shown in the study's compilation of uses in the entire metalworking industry. For this treatment, all plants



# Preferred for Precision and Performance

## IN BUTANE-PROPANE SERVICE

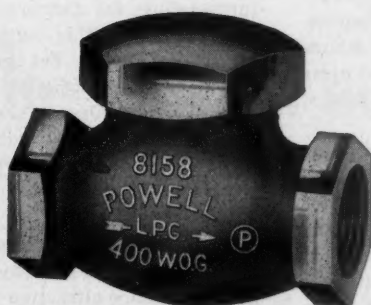


FIG. 8158\*—Bronze "L. P. G." Horizontal Lift Check Valve for 400 Pounds W. O. G.

Powell Valves are the choice of engineers because they know every valve is precision made, meeting every specification—every time.

And there are other good reasons why engineers prefer Powell Valves—because Powell Valves are dependable . . . economical . . . and Powell has the COMPLETE quality line of valves.

Consult your Powell Valve distributor. If none is near you, we'll be pleased to tell you about our complete line, and help solve any flow control problem you may have.

The Wm. Powell Company **109<sup>th</sup> year**  
Cincinnati 22, Ohio...

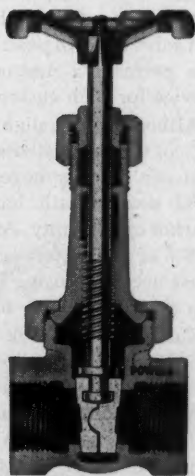


FIG. 8375 (Sectional)—Bronze "L. P. G." Gate Valve for 400 W. O. G.



FIG. 8151\*—Bronze "L. P. G." Angle Valve for 400 Pounds W. O. G.

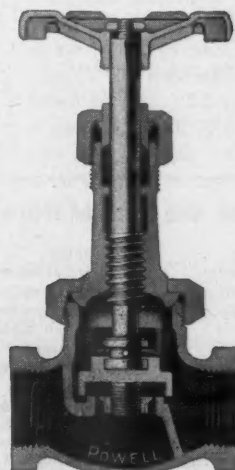


FIG. 8150\* (Sectional)—Bronze "L. P. G." Globe Valve for 400 Pounds W. O. G.

\*Underwriter approved.

# POWELL VALVES

## Analysis of usage by individual industries

	Total Plants	Plants With Access to City Gas		Plants With No Access to City Gas	
		Total	Use L.P. gas	Total	Use L.P. gas
Primary metals industry.....	3025	2657	245	368	188
Fabricated metal products.....	7024	6347	739	677	359
Machinery (except electrical).....	7917	7029	702	888	221
Electrical machinery.....	2163	1892	169	271	29
Transportation equipment.....	1812	1676	172	136	99
Instruments.....	761	735	50	26	—
Ordinance, furniture and fixtures, and miscellaneous.....	1942	1743	59	199	49
<b>TOTAL METALWORKING INDUSTRIES.....</b>	<b>24,644</b>	<b>22,079</b>	<b>2136</b>	<b>2565</b>	<b>945</b>

employing 20 or more people are lumped together, and the breakdown is made according to usages only. Here we find that atmospheric generation for heat treating leads all other uses among those consumers having access to city gas. Yet in this group only 2.7% of the possible customers are *actual* customers. It is used as fuel for heat treating in 2.5% of the plants having city gas available; and in other applications among firms falling into this class its use tails off to a fraction of a percentage point.

The picture looks somewhat different if we consider only those plants having no city gas lines. Of these, 14.6% use it for soldering, and 9.5% use it as a fuel for heat treating. It is used for welding by 6.9%, while 6.7% heat the office with it. For cutting, it is used by 5.2% and for flame hardening by 3.9%. Just 3.4% use it

for mold drying, and 2.7% use it for heating plant full time. However, these percentages, while an improvement, can hardly be termed impressive. And there are still many operations where the percentage of users is so small it simply disappears. Among these are:

Glass fusing, annealing, lead burning, process plating, metal lithographic ovens, heating metals for forging and bending, firing roofing kettles, softening torches used in floor laying, metalizing, asphalt heating for highway work, testing of gas burning equipment, steam generating, jet engine testing and heating boiler pilots.

Yet readers of BUTANE-PROPANE News know that sales *have* been made for firing roofing kettles, asphalt heating for highway work, and many others of these uses.

Some few dealers are selling, in

other words . . . but most are not.

The moral should be clear. There are tremendous markets waiting to be tapped. Is LPG the fuel for the jobs? We can only answer that with a resounding affirmative. Is it competitive? Not always, on price alone, but its advantages are so outstanding that price should become a factor that is only secondary in influencing the buyer's decision.

There are, to be sure, two sides to the coin—or, more accurately, more than one coin. City gas areas cannot be lumped with areas where piped gas is not available. Within the urban areas, usages may well be confined to peak load and standby. This cuts the dealer's sales opportunity down in size and importance. And, furthermore, the distributor takes a good share of this large - storage emergency service. Yet even he isn't getting his share, if judged according to the survey. Just a shade under 90% of all the 24,644 metalworking plants in the "census" have access to city gas. Of these, only 9.6% use LPG.

Gas utility rates are so set up that peak shaving and standby fuels are becoming more attractive for the industrial consumer every year. The demand portion of a utility's rate structure is where much of the rising costs of transporting natural gas is being placed. Any LPG dealer who can solve his own peak load problems can perform a mutually profitable service for such customers.

Although only slightly more than 10% of the respondents were in areas that are literally beyond the mains, LPG dealers still have a sizeable market opportunity. At present, only 36.8% of the metalworking plants in these areas are using LPG. That figure should be closer to 100%.

Take a tip: recheck the articles in the "Know Your Industrial Markets" series that have been running in BUTANE-PROPANE News in 1955. Do a little market survey in your service area and see if any firms in these categories are still strangers to LPG. The series has these classifications:

Ceramic artware manufacture.

Solution tanks for cleaning, plating, pickling, rinsing, and heat treating.

Metal melting.

Torch applications in metal working.

Steam generation.

### These are the Metalworking Industry Uses

Heat treating (atmospheric generation)	Cleaning	Heating boiler pilot
Heat treating (fuel)	Paint baking ovens	Process heating
Soldering	Core baking	Supplement to natural gas in cold weather
Heating Plant (standby)	Gas ignition for fuel oil burner	Standby only
Cutting	Glass fusing	Carbonizing
Flame hardening	Glass annealing	Furnace fuel
Fuel for engines, motor trucks, etc.	Lead burning	Stationary engine
Welding	Process plating	Hot water heaters
Fuel for lift trucks and industrial trucks	Metal lithographic ovens	Brazing furnace
Heating office	Heating metals for bending and forging	Oven drying for plated work
Testing of gas burning equipment	Firing roofing kettles	Heat for caustic solution to oxidize steel
Ceramic firing (enameling, etc.)	Heating for construction kettles	Firing boiler
Mold drying	Testing steam cleaners	Cafeteria burner
Steam generating	Softening torches used in floor laying	D & L roasting (smelter)
Heating plant (full time)	Degreasing	Retorting (smelter)
	Jet engine testing	Induction melting
	Laboratory hot plates and plating tanks	Heating molds
	Metalizing	Enameling ovens
	Asphalt heating for highway work	Tin pots

# *5 Reasons why* **PHILGAS<sup>®</sup>**

**is the largest selling brand of LP-Gas!**

**1 High Quality Product.** Phillips modern fractionation methods, plus rigid product control tests, insure a clean, uniform fuel with a high thermal content.

**2 Dependable Supply.** Phillips ample storage facilities, modern transportation by pipelines, trucks and tank cars assure you of prompt deliveries of Philgas even in periods of peak demand.

**3 Experienced Engineering.** Phillips maintains a staff of LP-Gas specialists to advise their contract customers on economical plant design and safe efficient equipment. Take advantage of Phillips many years of practical experience in the LP-Gas field.

**4 Effective Marketing Help.** Philgas is the most advertised brand of LP-Gas in America! Promotions and advertising material, scaled to your needs, are available to Phillips contract customers.

**5 Operational Assistance.** Need advice on special operating problems? Phillips contract customers can call on Phillips for assistance at any time. And Phillips bulletins and information service keep you up-to-date on the latest improvements in equipment, newest safety measures, most efficient and economical distribution procedures.



*Write for additional information.*

**LARGEST SELLING BRAND OF LP-GAS IN AMERICA**



Philgas is our name for high quality LP-Gas—Bottled Gas—Butane—Propane.

**PHILLIPS PETROLEUM  
COMPANY**

Sales Department • Bartlesville, Oklahoma





## Small Industries' Monthly Load Potential Great For LPG Sales

By John C. Abram

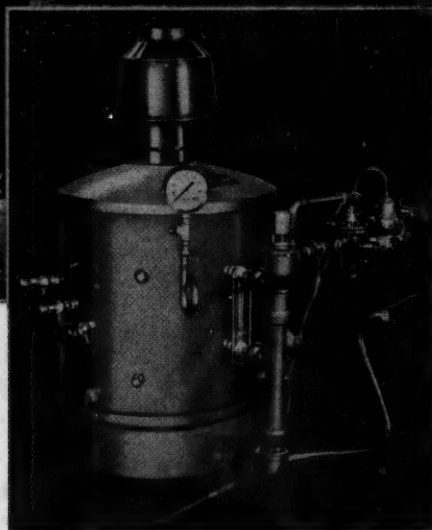
**I**N August a number of the many types of boilers that are manufactured were received and the possibilities of selling LPG fuel for firing them were pointed out. Have you gone looking for customers with this type of equipment?

In order that the reader may keep specific markets in mind let's review some of the industries where steam is required and LPG sales are potentially his.

When one thinks of the places where he has seen steam used day after day it's quite obvious that a tremendous market exists. Let's take the little dry cleaning shop not far from the office as an example. Even

though that shop is small one would most likely find a 5-hp or 10-hp boiler there to run the pressing machines, the spotters, and the cleaning still. Even the fellow with the 5-hp boiler needs LPG fuel at the rate of approximately 275,000 Btu per hr and that's roughly 3 gal. of propane each hour of full operation. Small cleaning and dyeing plants on the average offer a monthly load potential of 100 to 1000 gal. of LPG.

For vertical fire tube boilers such as are often found in this type of operation LPG is an ideal fuel and offers many advantages such as ease of firing, cleanliness and economy. There are also good Scotch-Marine



and coil type boilers in this size.

A relatively new but apparently fast growing use of steam is in the manufacturing of concrete blocks. In order to speed up the rate of production, rapid curing of the blocks is obtained by applying heat in the form of steam. If dry heat were applied continuously to the blocks, cracks and other failures would result. The moisture content of the blocks to be lowered at a controlled rate yet at a much higher rate of curing than in air. The amount of steam required for this type operation depends upon the volume of production, and the boiler sizes vary accordingly.

Boilers in this type of operation are generally of the low-pressure type with operating pressures of 15

# "City-type metered" service stops losses from costly cross-hauling and special deliveries...

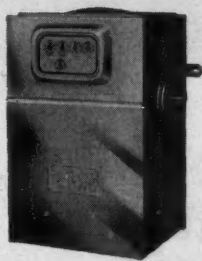
AMERICAN® LP-GAS METERS bring "city-type" service to your customers—build their satisfaction with your service and help you sell more gas and more appliances. And you gain other advantages, too.

Costly cross-hauling and time-and-money wasting out-of-gas deliveries are stopped once and for all when metered service takes over. You will find marked reductions in multi-service installation costs, too.

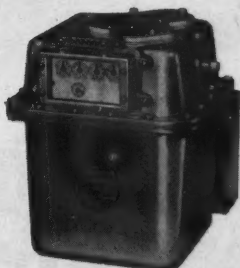
For every kind of installation—industrial, commercial, farm and home—there's an American meter that's matched to the job to give you dependable service and accurate measurement. Write for complete details—including the facts about the experiences of leading LP-Gas distributors who metered their services with meters by American.



NEW CONCEPT IN THE ECONOMICS OF GAS MEASUREMENT is offered by American's W-60 welded steelcase meter. Designed with cubic foot index for most light load applications and provided with wall mounting bracket, it may well solve one of your most pressing economic problems. Ask for details.



**MODEL 2B/40 BRASSCASE METER** is compact in size, yet has capacity to handle virtually any residential and many light commercial LP-Gas installations. Brasscase is corrosion-resistant, permits outdoor installation.



**MODEL 2B/50 ALUMINUMCASE METER** brings lightness and ease of installation and handling to metering of LP-Gas installations...combined with all the tested features that mean traditional American accuracy.



**AMERICAN  
METER COMPANY**

GENERAL SALES OFFICE: 1513 Race Street, Philadelphia  
Albany • Albany • Atlanta • Baltimore • Birmingham  
Boston • Chicago • Dallas • Denver • Erie • Houston  
Kansas City • Los Angeles • Minneapolis • New York  
Omaha • Pittsburgh • San Francisco • Seattle • Tulsa  
IN CANADA: Canadian Meter Company, Limited, Hamilton  
Edmonton • Calgary



**WRITE  
FOR  
DETAILS**

psi or less. The amount of steam required per block also varies quite widely, depending upon the production setup. In most cases, however, fairly large boiler loads exist with 25- to 50-hp boilers being quite common with all types of boilers used.

Another manufacturing process dependent on steam that is found almost everywhere in the U.S. is the tire recapping business. The tire recapper applies uncured rubber to the worn tire, then places this tire in a mold which is heated by steam. The heat from the steam cures the rubber to give a good usable tire. Tire molds require from 1 to 2 boiler hp per mold. The average tire shop with two or three molds will have a total boiler horse power of about 5 to 7½ hp. This can be either in one, two, or three boilers.

Again, depending upon how good the tire man's business is, this type of customer presents a monthly load potential of 300 to 800 gal. and a peak load which generally occurs during the summer months to better balance an LPG dealer's year-round sales.

Commercial bakeries of all sizes also offer another opportunity for the sales of LPG for boiler use as well as for several other types of bakery equipment which fires L.P. gases as their fuel. In bakeries steam boilers supply hot moisture to bake ovens for the preparation of special types of breads and rolls while dry steam

is used in proof boxes for the controlled raising of breads and other doughy products.

In as much as the baker considers a boiler as a secondary piece of equipment in many cases, it is important that top flight operations be obtained. The piece of equipment must generate steam quickly, give a steady supply of steam when once operating, be automatic in operation, be trouble free and be efficient, economical and clean in operation. Eclipse Fuel Engineering Co. has a line of standard boilers designed for this type of job and LPG fuel is the ideal fuel to support this type of operation.

Steam cleaning is another operation using one form of a boiler, generally the coil type, where LPG is again the ideal fuel. Steam cleaners are used to remove grease, dirt, oil and tar from all types of cars and machinery. When a car is to be worked on it is much easier for the mechanic to work on a clean motor or transmission housing than on the grime coated equipment that has not been steam cleaned.

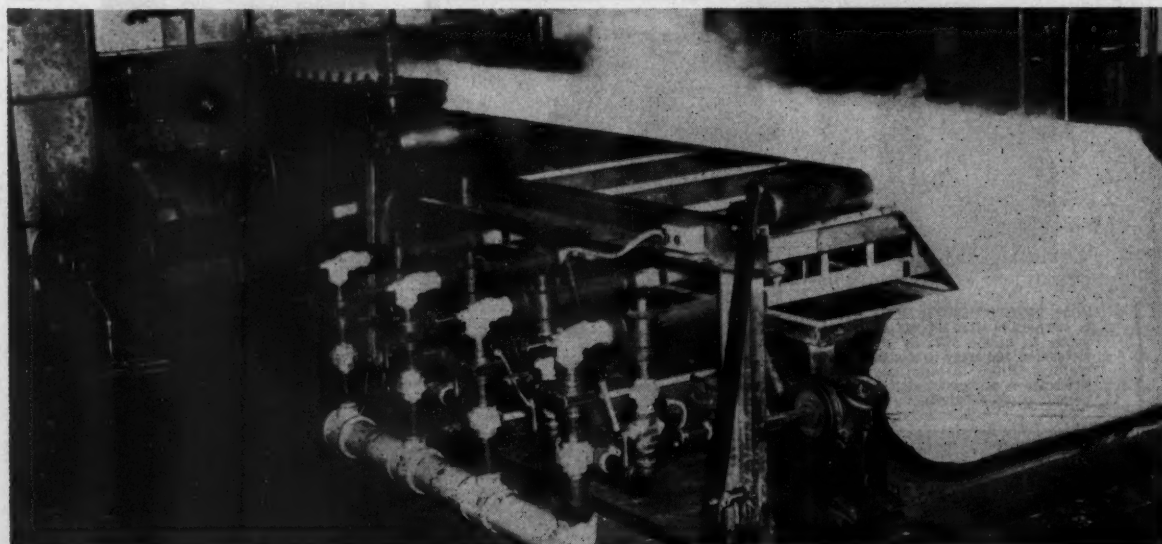
There are many good steam cleaners on the market throughout the country including those manufactured by Clayton Manufacturing Co., El Monte, Calif., Eclipse Fuel, and Super Mold Corp. of Lodi, Calif. These cleaners will be found in use in garages, service stations, car washes, bus and truck companies, airports, oil fields and in many other places. Most of these units have fuel requirements ranging from 200,000 Btu to 1 million Btu per hr with

600,000 Btu a good average-size generator.

Dairy farms and milk processing plants are another industry that depends upon steam for safe and healthful operation. Steam is used for sterilization of milk cans and bottles throughout the dairy industry and it also serves as a source of heat for the pasturization process. It is doubtful if there is one LPG operator in this country who can encounter an operation of this sort where potential fuel sales do not exist. This type of load is a steady, high-volume one and desirable to diligently pursue.

Another relatively new rural use of steam is in the cooking of garbage for the feeding of hogs. In several states laws have been passed which require that garbage which is to be fed to hogs be first cooked. This operation is aimed at preventing diseases contracted by the hogs from garbage being passed along to the consumer. In as much as most of the hog raising operations are in rural areas, they are good potential LPG users where boiler firing comes into play as the source of heat for cooking.

There are dozens of other processes where steam is essential and potential loads exist for the dealer. Included in these are all the various types of bottlers, canners and food processors, the chemical manufacturers and processors, meat packers, dye houses, tanneries and textile plants to name but a few. With potentials such as these to work on the boiler load looks like a great one for the LPG salesman. ■



Textile plants find that steam is essential in the operation, and dealers should know that a potential load exists here.



Year after year after year...

# Here's why more LP-Gas and LP-Gas Appliances are sold under this label than any other:



**Only Skelgas Offers Dealers These Important Advantages That Mean Leadership in Sales and Prestige:**

Skelgas has America's best name in LP-Gas. Recent surveys showed that 71.5% of those interviewed listed Skelgas first when asked about LP-Gases.

**Guaranteed dependable supply**—no shut-off when demands suddenly increase in peak winter months.

**Mature leadership** with 28 years marketing experience.

**Huge fleet of tankcars and transports**, to give you dependable service wherever Skelgas is sold.

**Trained field men** who give you

assistance in engineering, sales, advertising and operations.

America's leading line of top-quality appliances, specifically engineered for LP-Gas.

**Why not get the facts** about the extra advantages of Skelgas? Drop a line to Skelgas Division, Skelly Oil Company, P. O. Box 436, Kansas City, Missouri. No obligation.



The industry's most famous appliances, like this Skelgas Constellation dryer, build "big ticket" business, help you sell more gas!

***"The Name That Made LP-Gas Famous!"***

SKELGAS DIVISION, SKELLY OIL COMPANY, P. O. BOX 436, KANSAS CITY, MO. Sales Offices: Des Moines, Iowa • Indianapolis, Ind. • Jackson, Mich. • Kansas City, Mo. • Lincoln, Nebr. • Lubbock, Texas • Milwaukee, Wisc. • Shreveport, La. • St. Louis, Mo. • St. Paul, Minn. • Denver, Colo.



Standing beside a utility's sign is W. J. Montgomery, vice president, Beals Advertising Co.



Same sign, different signature. Ardmore LPG dealer demonstrates the dual role of the new billboards.



## Utilities, LPG Dealers Team Up To Promote GAS!

**I**N a unique display of utility-LPG dealers teamwork, nearly all of Oklahoma's gas distributing companies and a major share of the leading LPG outlets have joined up in a tremendous campaign to plaster the state with highway signs extolling the advantages of gas.

This campaign was made possible by the widespread conviction among both utilities and dealers that, after all, gas is gas—be it natural, manufactured, or liquefied. As Hal North, Oklahoma Natural Gas Corp., Tulsa, advertising and sales promotion director, puts it, "The individual's reaction to the word 'gas' is naturally interpreted in terms of his own experience.

"If the sign reader is a natural gas consumer," declares Mr. North, "he will interpret the word 'gas' in terms of his own experience with the type of gas he is using. On the other hand, if the sign reader is accustomed to

LPG service . . . or lives where LPG, not natural, is available, he will think of the word in terms of that fuel."

"I don't believe it matters whose name is on the sign," says Carl Williams, president of Williams Butane Co., Sulphur. "I get a real bang out of going down the road and seeing all those beautiful signs that sell 'gas.' That's the important thing to me."

The impact of the billboard campaign promises to be overwhelming. According to late reports, more than 150 signs had been spoken for, with the total expected to rise to 200 in short order. Measuring 7 ft high by 12 ft wide, the signs shout, "Let us prove, for cooking, gas is best." At the bottom is a generous space for dealer imprint. A large flame decorates the boards. The flame and all lettering is in Scotchlite. Combing four fluorescent colors, the signs are easily read day and night.

The dealer (or the utility) owns its

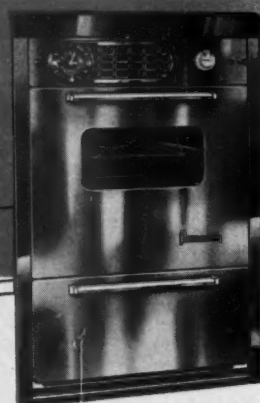
own sign. Each sign is installed in a selected location for the three-year duration of the campaign. Copy may be prepared individually to promote any gas use desired. With a setup such as this, it has been unnecessary to establish a central fund. Each dealer or utility pays for its own unit.

When the cooperative scheme was presented without advance publicity back in April, members of the Oklahoma L. P. Gas Association in their spring convention were quick to recognize its merits as a promising means of bringing about unified action in the industry. Lewis Mitchell, association president, remarked at that time on the dangers inherent in a "do-little" or "do-nothing" attitude and stated that in his opinion, LPG dealers must sell the benefits and advantages of gas consistently to protect their future.

Mr. Mitchell, Standard Gas & Equipment Co., Clinton, Okla., was

Bring her *your way*

with **PREWAY** LP-Gas Appliances



## A PREWAY Built-In Range means a built-in gas customer for you

The built-in oven and cooking top idea is sweeping the country — in new construction and for remodeled kitchens. It means less work and greater convenience for the housewife — and for you, with PREWAY, it means the sales opportunity of a lifetime . . . for you can sell the world's most beautiful Built-In to the housewife at less cost than a comparable gas range — way underprice any free-standing electric range or electric built-in.

Cash-in on the profit side of this situation and build for a positive future. PREWAY Wall-chef and Counterchef units — with all the automatic features women want — are available in an array of finishes to meet any kitchen planner's color scheme. Make yourself known as the Modern-Kitchen-Man. Send mailing pieces to prospects. Call on architects, builders, contractors in your area. Identify yourself with PREWAY's national full-color advertising in the SHOW-HOUSE Section of the POST, LIVING, BRIDE-TO-BE. Try this, and you'll discover dynamic new sales power.

Now, now is the hour to phone, wire or write to become a PREWAY dealer . . . for there is a feature role waiting for YOU.



Patents Pending

Beautiful to look at, easy on the budget, economical to use—PREWAY LP-Gas heaters offer you a lot for mighty little. They have the smallest of all cabinets, but the highest BTU input. They provide many automatic features, plus a lifetime burner guarantee and a 20-year warranty on the heater unit. They feature a "wrap-it-up, I'll-take-it price tag." What more reason do you want for being a PREWAY dealer? Phone, wire or write today for the profitable PREWAY proposition.

**PREWAY** Inc.

6105 Third Street, North  
Wisconsin Rapids, Wisconsin





## Teamup ... Pennsylvania LPGA is already planning to use these signs.

the first LPG dealer in the Oklahoma group to buy the signs for his company, and took the lead in encouraging statewide acceptance of the program.

Sign locations confirmed as of this writing include the following utilities: Burlingame Corp., Bartlesville; Northern Oklahoma Gas, Ponca City; Oklahoma Natural Gas, Tulsa; Southwest Natural Gas, Ada; State Fuel Supply, Oklahoma City; Tri-Cities Gas, Hartshorne; and the Zenith Gas System, Alva.

Locations have been confirmed for L. P. gas dealers as follows: Associated Gas Co., Lindsay; Butane Sales Inc., Lawton; Standard Gas & Equipment Co., Clinton; Truitt Butane Co., Carnegie; Williams Butane Co., Sulphur; Dewey Wood Butane Co., Ardmore; and Younkin Propane Co., Anadarko.

At a meeting July 22 of LPG and natural gas utility representatives who are participating in the statewide program, Mr. Mitchell said, "If we fail to impress the consumer with the superiority of gas and allow the electrical trend to continue unchecked, then one of these days we are apt to find that all the time, effort and investment we have in our various businesses will be worthless!"

Then, in high good humor, Mr. Mitchell commented that his wife had seen so many electric signs lately that he actually had had to give his wife a "selling talk" on the advantages of gas. "Even she was beginning to believe the electric story," Mr. Mitchell said. "After all, you do see electric signs just about everywhere you go!"

Other elements of the industry were brought into the discussion by Earl Newlin, president of State Fuel Supply Co., Oklahoma City. Mr. Newlin observed that "we all have a common ground to cover . . . we have the same problems, the same jobs, the same goals . . . and with this united effort, we can consistently do a real selling job. Furthermore," he added, "I have been thinking of our suppliers and others and I definitely feel that a great many of them will want to go along with us in this unified highway sign program."

### Powerful Potential Seen

Glenn Springer, executive secretary of the Oklahoma L. P. gas Association, expressed the pride of his association in setting a pattern that may be copied by other groups throughout the nation. "Think," he said, "what a powerful influence it

would exert if these same boards could be seen from coast to coast!"

An interesting sidelight on Mr. Springer's statement is that the board of directors of the Pennsylvania LPGA have endorsed the sign program and organization plans are already under way.

Leading the Pennsylvania effort is the United Gas Improvement Co., Philadelphia. Gordon Jones, sales manager of United Gas, approved his company's acceptance of the plan to provide a springboard for the joint effort. The sign format in the Pennsylvania program is identical to the Oklahoma design and will be fabricated and serviced by the same firm which has national facilities.

As further evidence of the growing trend, it is noted that the sign program is in agreement with the resolution offered by W. R. Sidenfaden, past president, at the LPGA convention in Chicago last May, calling for unified industry promotion.

### Traffic Study Made

Before the highway sign program was initiated, under the auspices of the Beals Advertising Co., Oklahoma City, an exhaustive survey and analysis was made of highway traffic promotions to determine how best to serve the gas industry. It was realized that in many cases the cost of such a program would be prohibitive if undertaken by the individual utility or LPG dealer. Accordingly, it was planned in volume to serve a unified industry effort on a reasonably small unit cost basis.

A study of traffic factors showed that 81% of all cars entering or leaving a trading center carry people who live in that area. The study also showed that more than 90% of all residents of a trading center make one or more trips in and out of the center within a 30-day period. With the use of highway signs on the main approaches to town, and at strategic points along the highway, utilities and LPG dealers alike will achieve excellent coverage of their prospects for gas and gas appliances in and around their trading areas.

"Yes, the signs are as repetitious as Burma-Shave . . . but a darn sight more readable, and more attractive!" So say the determined and aggressive Oklahoma leaders who have teamed up to fight back in volume against Reddy Kilowatt!



At the meeting conducted to review the highway sign program's rapid progress are: left to right, (standing) Lewis Mitchell, Standard Gas & Equipment Co.; Glenn Springer, executive secretary, Oklahoma LPGA; John Deupree, and Hal North, Oklahoma Natural Gas. (Seated) are Carl Williams, Williams Butane Co.; Mrs. Springer, and Earl Newlin, State Fuel Supply Co.

When you want  
**PROPANE**

Call on  
**SHELL**

**WHY?**

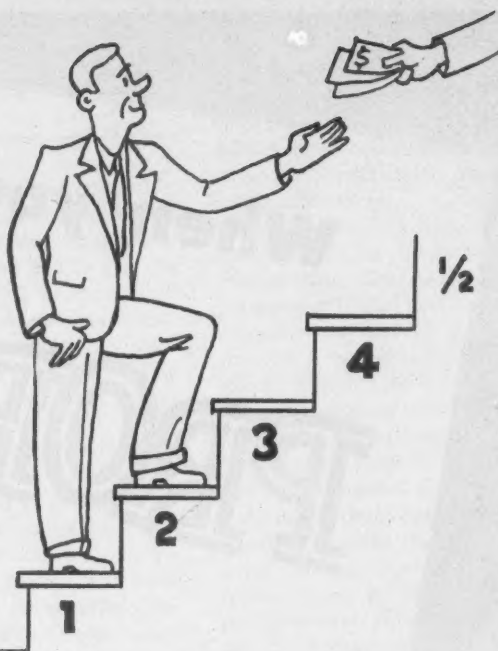
- 1. Proved Reserves**—The propane our customers contract for is proved and reserved . . . at 26 Shell Propane Production Centers.
- 2. It is Shell's long established policy** to sell propane only within the company's capacity to produce.
- 3. Shell quality control** is traditional in the industry. You get a uniformly dependable product you can confidently guarantee.
- 4. Long on Service**—Shell field engineers are on call constantly for any kind of propane service.

## **SHELL OIL COMPANY**

ALBANY • ATLANTA • BALTIMORE • BOSTON • CHICAGO • CLEVELAND • DETROIT  
INDIANAPOLIS • LOS ANGELES • MINNEAPOLIS • NEW ORLEANS • NEW YORK  
PORTLAND, OREGON • SACRAMENTO • ST. LOUIS • SAN FRANCISCO • SEATTLE



# How to Make a Sale (in 4½ Steps)



## and Nine Ways to Close the Order

**A**RE you accidentally making a living?

More sales are made by accident than on purpose. The bricklayer doesn't lay a wall by accident. The electrician doesn't make a light burn by accident. Why, then, should a sale be made by accident?

Isn't it possible to make it on purpose? Planning the sale and following certain steps in making it will help a dealer to make it on purpose.

Back to the accidental sale—here's an example of one. A Ford dealer does an outstanding job of moving cars, partly because two walls of his display room are covered with mirrors. Customers can look at a car and see both sides at the same time, and lines and features of the model that otherwise would have gone unnoticed are brought to their attention. The psychological effect is strong. But the dealer hadn't planned this: at the time he decorated his display room it seemed more convenient to line the walls with mir-

rors than to paint them.

Another example concerns a former playground equipment salesman who is now selling real estate. With each house he sells, he gives away some left-over play equipment. When he offers \$25 worth of playground equipment free with a \$25,000 house, his chances of selling the house go way up. Unknowingly, he is using a principle used by good salesmen since the beginning of time—giving something free with each sale. The pity of it is, he still doesn't know what made him the leading real estate salesman in his area in just a few months.

So, how do you make a sale on purpose? A planned sale is one that is made progressively, step by step. Certain rules must be followed, certain steps taken.

But the important thing is to have rules. You must have rules of your own, or use those of someone else.

Ball players, for instance, sometimes make their own, and call them "ground rules."

These rules or steps are nothing but an organized, planned way of knowing in advance how to start and how to end a sale. You know either from your own experience, or from the experience of others, just what to say and do, and when to say and do it to make selling easier.

After you have the rules or steps, you must follow them, just as you would in a game. You have to practice them, too. The way to do this is to take a step at a time and practice it until you can do it. That is the way ball players and golfers do.

Practice one thing at a time. The golfer practices putting, then driving. The baseball player may spend a whole practice session on bunting, the next day on fielding, and the next on hitting. *Practice your rules, one at a time.*

The 4½ Steps →

Adapted from a recent talk before the Missouri L. P. Gas Association by Al Robertson.



# JOHN WOOD Automatic GAS water heaters COST LESS TO OPERATE AND YOU CAN PROVE IT!

## It's SAVINGS that make sales

It's here—ready to work for you! JOHN WOOD has a water heater story that's a natural for sales! BY ACTUAL TEST, John Wood Water Heaters cost your customers less per gallon for hot water... make savings no other construction can match! That's because the OFF-CENTER flue construction—developed and featured by JOHN WOOD—beats every known water heater construction for economy in test after test.

That one fact gives you a real edge on all your competitors. Nobody has an economy story like yours when you feature JOHN WOOD. Nobody has the profit chances you get with the proved JOHN WOOD economy story!

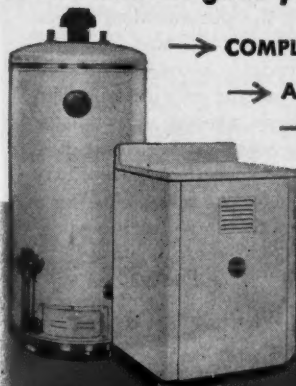
Here's potent sales material—backed up by the hardest hitting program of promotion and advertising yet—all working for you and your bigger profits.

Ask your JOHN WOOD representative for the full story.

Write for FREE Book "How Do You Judge a Water Heater"—Today!

**BEATS the rest  
by EVERY test**

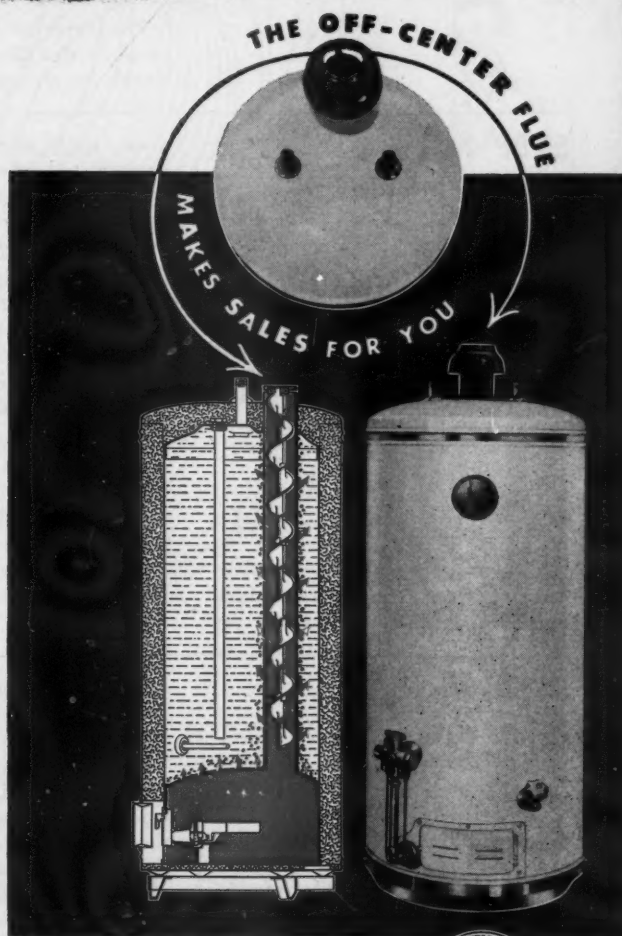
**JOHN WOOD gives you more to build sales—**



- COMPLETE LINE of sizes and styles, vertical and table top models
- A PRICE FOR EVERY BUDGET
- THE ONLY WATER HEATER OFFICIALLY SELECTED BY Mrs. America
- FULL PROMOTIONAL HELPS to build your sales



Finest glass-lined  
or galvanized  
water heater anywhere!



**JOHN WOOD COMPANY**

HEATER AND TANK DIVISION  
Conshohocken, Pennsylvania and Chicago, Illinois

## STEP No. 1

### Get the Prospect's Attention



The first step in any sale is to get the *attention* of the prospect. Top salesmen have used all types of gimmicks to accomplish this. Perhaps one of the best is that used by the Servel salesman who would light a match and hold it flaming in his hand as he rang the prospect's doorbell. The housewife, answering the door, immediately gave her undivided attention to the salesman's unorthodox action. When he said, "Silent as a match," she wanted to know *what* was silent as a match. Of course, Servel was the answer, and since she asked him, he had a legitimate excuse to launch his sales pitch.

The closer an LPG salesman can come to this Servel trick in his search for an attention-getting gim-

mick, the better are his chances.

The attention-getting requirement is a must in all forms of advertising. Such words as "Free" or "New" or "Sensational" are used to catch the attention of the prospect. Unless the ad gets attention, it will be useless. The same holds for direct selling—unless you get attention, your sales story won't be heard.

One salesman may slam a refrigerator door. Another will beat on the top of a range. But they both manage to get attention. Whatever it is you choose, do *something* to get the attention. If possible, that something should be relevant to the product you're selling. If you can't find anything relevant, do something anyway.

## STEP No. 2

### Hold the Interest



Let's assume you have the prospect's attention. The important thing now is to hold it. Unless you say

something of interest to the prospect you will lose the attention you gained by slamming the refrigerator door or beating on the top of the range.

One good way to hold his attention is to immediately put the *you* into the interest-getter. Ask *his* opinion. Ask *his* experience. Ask what *his* problem is. When his interest wanders, re-focus it on your product by saying, "You said a minute ago . . ."

One of the first steps is to get his name. Introduce yourself, and he will automatically tell you his name. Repeat his name throughout your presentation. Continue to ask him questions. Public speakers are not the only people who like to hear themselves talk. Prospects do too.

The personal twist is useful at this stage, also. You can sometimes get information about the prospect before you make the call. Know his neighborhood, his friends, his business associates. Mention that they bought your product and find it indispensable.

Don't get ahead of your prospect. Keep in step with him at all times. Talk his language, and set your mood to fit his mood. If he wants to be serious, you be serious, too. If he wants to "play," then you "play."

When demonstrating your product, let him do the work. Show him how to use it, and then let him. His attention and interest will be easier to hold if he is using your product.

## STEP No. 3

### Create Desire



This is the step that is skipped most of all. And desire is the cause of most sales. A person's needs are

less than his desires, and it is these desires that cause him to go out and buy many things.

In this important step, don't attempt to be logical. Appeal to the emotions. Romance your story. Paint a word picture geared to your prospect's buying motive. Build up the reason in his mind why he needs your product.

One well-known salesman made a fortune preaching the gospel of "Sell the sizzle instead of the steak." In this step, you sell what the product will do for the prospect. Applied to the LPG industry, this step means "Sell the convenience and comfort that LPG affords—modern living—rather than ranges, water heaters, and house heaters."

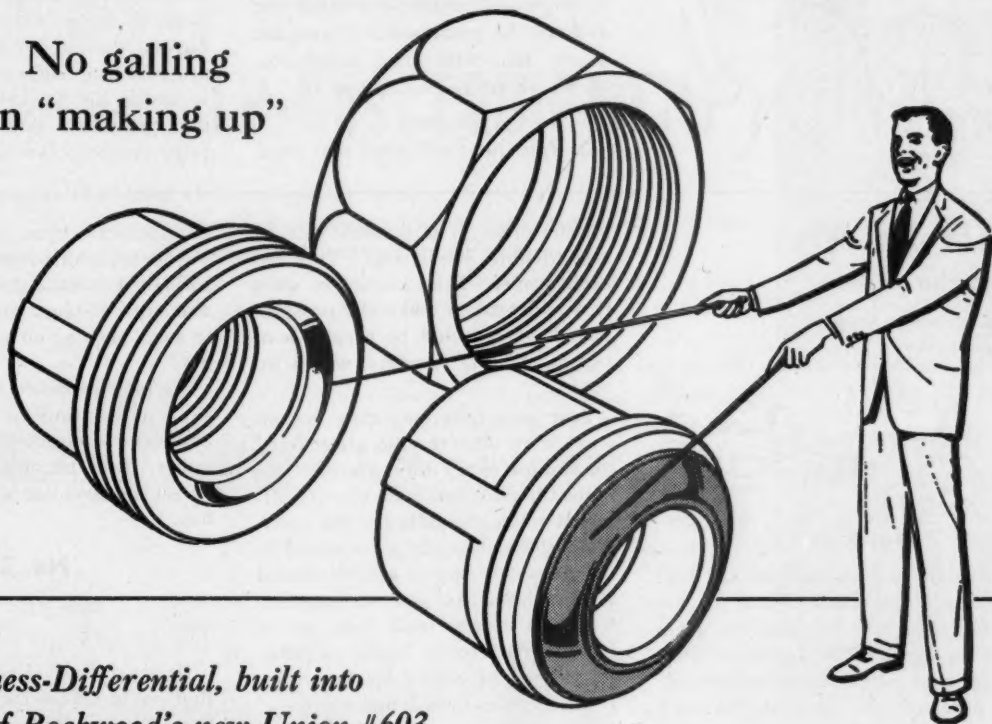
A new range salesman sold his first range by asking *why* the woman was

buying the range. She replied that for years, she hadn't missed cooking her husband biscuits for breakfast. The salesman explained how the biscuits would brown evenly in the new range. He concentrated on biscuits and the oven, and scarcely mentioned the other parts of the stove. And, he closed the sale. Several weeks later, the woman called to ask what the "deep well" was for. She was now ready to know more about her range, but the only information that had been needed to persuade her to buy was that regarding her prime interest in the range—biscuits.

Find out why the prospect desires the product. Once you learn what it is, expand it. If there is no desire, create some. It will make the sale easier when you are ready to ask for the order.

# These seats keep Rockwood Unions "Sitting Pretty"

No galling  
in "making up"



*Hardness-Differential, built into  
seats of Rockwood's new Union #603  
does it! There's no other Union like it.*

*The male seat of the new Union is specially treated to make it 150 Brinell harder than the female seat. Result: no galling in "making up" — long service.*

New Rockwood Union #603 seats are forged in place and double locked under 100,000 and 400,000-pound pressure. Both seats are made of corrosion-resistant AISI moly-chrome steel.

Rockwood's exclusive cold forging process results in completely interchangeable parts and higher resistance to tough working conditions of

expansion, contraction, shock, jar and vibration. Because plug type ball-to-cone design eliminates sharp corners or edges, your pipe fitter won't scratch or damage seat in tight places.

Another big Rockwood Union #603 plus is "Rockwoodizing." A special coating process, applied after threading, that protects entire Union, including thread, against corrosion.

Get the seats with the Hardness-Differential built right in — your Unions will be "sitting pretty." Mail coupon today.

**ROCKWOOD SPRINKLER COMPANY**

Worcester 5, Massachusetts



**ROCKWOOD SPRINKLER COMPANY**  
905 Harlow Street  
Worcester 5, Massachusetts

Please send me prices and further data on the new Rockwood Union #603. I would also like the name of the nearest Rockwood distributor.

Name.....

Title.....

Company.....

City.....Zone...State....



## STEP No. 4

### Convince Him

*A man convinced against his will is of the same opinion still.*



In this step, the salesman turns on all the logic at his command. He proves with figures and examples that his product is the only one. This is the stage in the sale where the prospect gives himself a reason to buy. He may want or desire something, but he must "sell" himself and the family that it is the thing to do. He has to be convinced that it is cheaper to buy a new model than to repair his old one. This selling job on himself is frequently a tough one, and will be made easier if you can supply him with valid arguments. *He has to be convinced that:*

1. He has the need.
2. Your item will meet that need.

3. You are the one from whom to buy that product.

4. Your price is right.

5. Now is the time to buy.

Prove these points to him, or help him prove them to himself, and the sale is made.

Give him an excuse to buy. Unless he has an excuse, he will be disappointed in himself, and will be held in ridicule by his family, friends, and co-workers. Most sales are made because of desire. Our needs are few, but our desires are many. And the prospect frequently must rationalize to justify his desire, to convert it into a purchase. And you, the salesman, can help him in this step.

## STEP No. 4½

### Get the Order

*Nine ways to close the order.*



Experienced salesmen say that there are two times to ask for the order. The first is when you get a buying signal. This is a signal indicating that the customer has mentally accepted the product. He may ask, "How much is the down payment," or "When can you make delivery?"

The second time to ask for the order is when you *don't* get the buying signal. In other words, you should ask for it, regardless of whether the prospect is ready to buy, and ask as early as possible. He may be ready to buy, and by continuing your sales pitch you may spoil the deal. Besides, why waste your precious time on a prospect who has already been convinced that he wants your product? In the sales field, *Killing time isn't murder, it's suicide.*

Many salesmen ask for the order early in the interview because they have learned that the prospect may have been sold on the product by an ad, a friend, or a user of the product. If so, he is ready to buy without much effort.

If he adds to his ways of asking

for the order, it is possible that he may double his income. This has been proven. If he knew just what it would take to make the prospect buy, his job would be greatly simplified and his income would increase.

Just as a fisherman does not always know what the fish are striking for and has to try different lures and baits, the salesman must also try different ways of asking for the order. If he isn't sufficiently experienced to decide which way to ask, he should start with the first and continue asking until he has tried them all, or has gotten the order. The more methods he has of asking for the order, the more sales he will make.

### No. 1

ASK . . . ASK . . . ASK . . . ASK

**"Ask and ye shall receive . . ."**

The Bible, the greatest authority, says that you shall ask. The prospect expects you to ask. And this certainly refers to the order when you are making a sales presentation.

A story is told that Henry Ford bought a life insurance policy so large that news of it made the front page of a Detroit paper. One of his very best friends hurried to Ford's office after seeing the news item and asked, "Why didn't you buy from me, a friend?" Ford reportedly replied, "You never asked me." Be sure *you* ask.

Many good salesmen lose a sale because they fail to ask for the order. Recently, a rookie salesman sold a butcher, who worked next door to

the appliance store, an automatic washer after three veteran salesmen had failed to make the sale. They had told a good story, but had forgotten to ask, "How about my sending this out?"

It's human nature that we hate to say "no" to any proposition. The prospect doesn't like to say "no" either. Take advantage of this universal shortcoming by *asking* him to buy.

### No. 2

YES . . . YES . . . YES . . . YES  
YES . . . YES . . . YES . . . YES

National Cash Register was the first to instill in its salesmen this type of close. The company trained its salesmen to get the prospect to say "yes" nine times in a row before he was even told that they had anything to sell.

It is simple to take a product—particularly new gas appliances—and find nine things about it that the customer will like. Ask your past customers what they most like about the appliance that they bought. The number of "favorite" features will amaze you.

For years a well-known perfume company advertised the quality of its perfume. A survey showed that women bought it because of the shape of the bottle and that the company had not been capitalizing on the product's strongest point.

Once you have a list of the things that owners like, you are ready to get the prospect in a "yes" mood. Once he is in this mood, it is hard for



Get READY for the BIG HAUL with

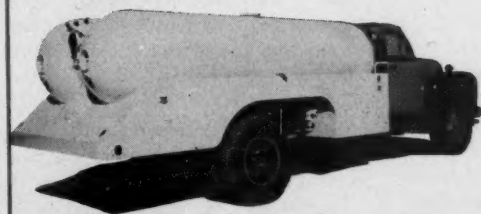
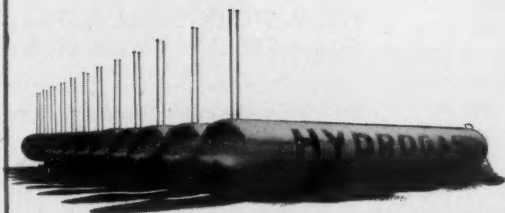


## Economy LP-Gas EQUIPMENT

There'll be a BIGGER HAUL in profits this year... if you have Economy LP-Gas Equipment to help you get the job done! LPG operators, coast-to-coast are saying: "Get this new Economy Equipment on its way at once... time's a-wastin'." Yes... now's the time to get ready for the big haul. Write, phone or wire for prices and details.



There's a good supply of all Economy Models, right now. Most of them can be shipped from stock, immediately. We can give excellent delivery on Blimp, Step-Down or Twin Transports, Single or Twin Deliveries, Storage Tanks and Domestic Systems.



### Get Our New Low Prices

All Economy (TANKS BY BANKS) Models can be bought with, or without, trucks and equipment... and we will custom-build to meet your requirements.

### FINANCING AVAILABLE

Write, Wire or Phone

# DALLAS TANK COMPANY, Inc.

Quality tanks for a quarter of a century

201-5 WEST COMMERCE STREET • DALLAS, TEXAS  
Phone Riverside 5001

409 LEE STREET • VICKSBURG, MISSISSIPPI  
Phone 2971

1955

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## Nine ways to close the order

him to say "no" when you spring the order on him. Get him to agree about any nine small features of your product, then ask him the big question—"Can I deliver it?" It will be hard for him to say "no."

### No. 3

**PRESUME . . . PRESUME . . .  
PRESUME . . . PRESUME . . .**

Nearly all successful salesmen put this rule to work almost every day. It is easy to assume that the prospect is going to buy your product. It is a good trial close to see if he is ready to buy. It is also an inoffensive way of finding out where you stand in making the sale. Just ask an innocent question.

This method may be used to quickly qualify a prospect. When he asks, "Do you sell 'X' brand of water heaters?" the salesman presumes that the prospect is already sold on this type and tries to close right then. He asks, "Have you decided on a place to install it in your home?" If the prospect has, then all that is left of the sale is the details of delivery, etc. Much time may be saved by finding out if someone else has done the selling job for you. If they have, your job is that much easier.

Another presumptuous question that sometimes works is "How soon do you want delivery?" If the prospect replies that you are going too fast, then back-track and do some more selling. You haven't lost anything, and when you try again in a short while to get the order, he may say yes.

### No. 4

**ON CONDITION . . . ON CON-  
DITION . . . ON CONDITION**

The fourth rule is most helpful in meeting objections, such as "My wife might not like it." Sell it on the condition that if his wife doesn't like it, he may return it and get his full purchase price refunded. It is also a close that is sometimes used as a last resort when all else has failed. Nine times out of ten the prospect will keep the appliance after it is installed. Some salesmen call it a "trap close" because it is a perfect way to trap the hesitant prospect.

Another example of this type of

close—the prospect may want a certain amount of money for his old trade-in. The salesman knows that the prospect's trade-in is worth this much, or perhaps more, but he appears to be dubious as to whether the boss will allow such a high trade-in. Finally, he condescends to call the boss for his approval, on the condition that if he approves, the prospect will go through with the deal. The boss, of course, always approves.

One common objection voiced by a prospect is that his house does not have room for another appliance. Again, the salesman makes the sale conditional, and promises that if the appliance does not fit in the prospect's house, it may be returned and all money refunded.

### No. 5

**SHOW A LOSS . . . SHOW A LOSS  
SHOW A LOSS . . . SHOW A LOSS**

This is sometimes called the "standing room only" way of closing a sale. The salesman points out that the prospect may lose money if he doesn't buy right now. Prices are threatening to go up and if the prospect postpones signing the order he may have to pay more later. Car salesmen frequently use this gimmick. Particularly in periods of steel strikes, they warn the prospect that if he doesn't buy now he may have to pay the price increase due to the strike.

The insurance salesman makes good use of this trick. He capitalizes on the fact that the premium will go up after the prospect's next birthday, so the sensible thing to do is to buy now.

People hate to lose money. Chauncey Depew once said that if he were awakened in the middle of the night by someone who told him he could save his business if he would dress and come downstairs, he would do so willingly. But if he were awakened and told that he could go out and make a large sum of money, he would turn down the offer, and go back to sleep.

### No. 6

**DO SOMETHING . . . DO SOME-  
THING . . . DO SOMETHING**

When you ask for the order, you are going on the theory that the pros-

pect will either let you do what you start to do (in which case you have made the sale), or he will stop you. If he stops you, then you have more selling to do.

These things that you start to do are many. You may start to write up the order, or ask to use the prospect's phone to find out how soon delivery can be made. Or you may ask if the prospect will definitely go through with the deal if the store will accept the trade at the price agreed on.

Some salesmen simply write the name and address of their prospect on the article being offered, and have found that their sales have increased appreciably. If the prospect allows his name and address to be written on the item, the chances are good that the sale is made.

Another form of the "do something" close is known as the "stall." You apparently give up the sale and start putting contract, rate chart, and order book into your pocket. You start to leave the prospect's home and then you remember one more thing to say. You stop and say it. Frequently, this last-chance offer sways a hesitant prospect.

### No. 7

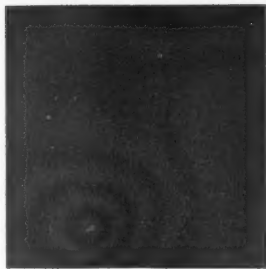
**TELL A STORY . . . TELL A STORY  
TELL A STORY . . . TELL A STORY**

One of the best times to ask for the order is immediately after you have overcome an objection. And one of the best ways to overcome an objection is by telling a relevant story. If the prospect thinks the shelves of your appliance will rust, tell him about Mrs. Jones who voiced the same doubt when she bought from you two years ago. Today Mrs. Jones admits that you were right, and there has been no sign of rust on the shelves.

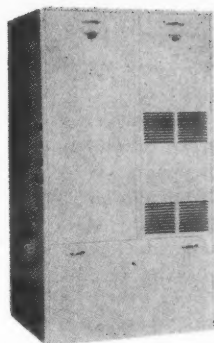
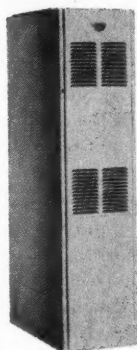
The use of testimonials, either written or verbal, is a powerful tool in closing sales. This, in a sense, is telling stories. It gives a chance to compare the prospect's problem with that of a satisfied customer. How the customer solved his problem may be the answer to the prospect's. If possible, use pictures of the customers, or select users whom the prospect may have heard of.

If pays to build up your list of testimonials. Talk to present owners. Use newspaper clippings of well-





VERTICAL  
FORCED AIR  
FURNACES



HEATING—COOLING COMBINATIONS



**WEATHERAMIC**

in  
bank note  
green

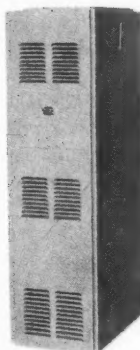
You naturally expect superior performance of Utility—and the new Weatheramic series lives up to that reputation.

But it also offers you the exciting plus of color—

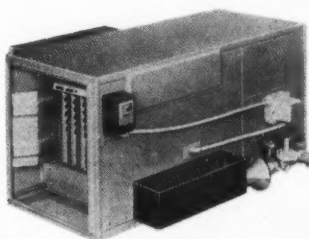
Bank Note Green!

This handsome, durable finish, with its eye-catching, heart-warming, sales-winning ways, has an appeal you can bank on—with results you can bank!

Weatheramic forced air heating and air conditioning units deliver every Utility advantage—high efficiency, a trouble-free life that reinforces your good reputation, and engineering that anticipates tomorrow's functional design and solves yesterday's installation problems. Weatheramic by Utility!



COUNTERFLOW  
FORCED AIR  
FURNACES



HORIZONTAL FORCED AIR FURNACES



FORCED AIR FURNACES/AIR CONDITIONERS



UTILITY APPLIANCE CORPORATION

4851 south alameda street, los angeles 58, california

## Nine ways to close the order

known people in town who use your product. Quote them. Get a letter if possible. Use a duplicate copy of the store bill. By using a third party, you add weight to your sales presentation.

### No. 8

FREE . . . FREE . . . FREE . . . FREE

Earlier it was mentioned that the customer must justify his buying. He must have an excuse for buying, and frequently, something free given with the purchase provides just that.

An Englishman, recently visiting this country, made the remark that American people will pay any amount of money for a product if they get something free.

The "premium" system of selling has been developed in this country to a fine and profitable art. The premium doesn't have to be much. A 64-cent record will sometimes sell a

large radio-phonograph set. A 35-cent child's toy will sell \$10 worth of breakfast food.

A typical example of the power of the "give-away" regards a small boy whose sales were very poor when he charged 3 cents for lemonade and 3 cents for a funny book. His sales skyrocketed when he made lemonade 5 cents and gave the funnies away free.

Book sales jump when the owner's name is put on in gold free of charge. Cookware salesmen call their premium the "first call gift." They give it away on the first call, and the rest is easy.

The premium or gift does not have to be expensive. You should, however, have an excuse for giving the premium—a contest, a quota, or a special. Let your prospects realize that you couldn't afford to give away such a premium under ordinary conditions.

### No. 9

THIS vs THAT . . . THIS vs THAT  
THIS vs THAT . . . THIS vs THAT

Thomas Edison was probably the first to use the "comparison close." He had just lost a sale to a competitor. Calling on the lost prospect, he admitted losing the sale and then asked if there wasn't something the prospect liked about his product.

Taking a sheet of paper and pencil, he listened and listed the things the prospect liked about his product on one-half of the sheet. On the other half, he listed the good points of his competition. When he was through, there were more items listed on Edison's half of the sheet.

Use this comparison method in the conviction step. Appeal to the logic, the reasoning. Weigh the advantages against the disadvantages, the new against the old. It helps to smoke out objections so that they can be met and overcome. Never be afraid of objections—they help you sell. ■



A bright new hope of the gas industry—practical gas-powered air conditioning, is getting a first-hand testing under the watchful eyes of one of the industry's top officials.

Chester May, executive vice

president of Lone Star Gas Co., Dallas, has installed a new Cobaire air-conditioning system in his country home near Justin, Texas, for extensive field tests.

Mr. May is using a 5-ton model to cool 1500 sq ft of living space in

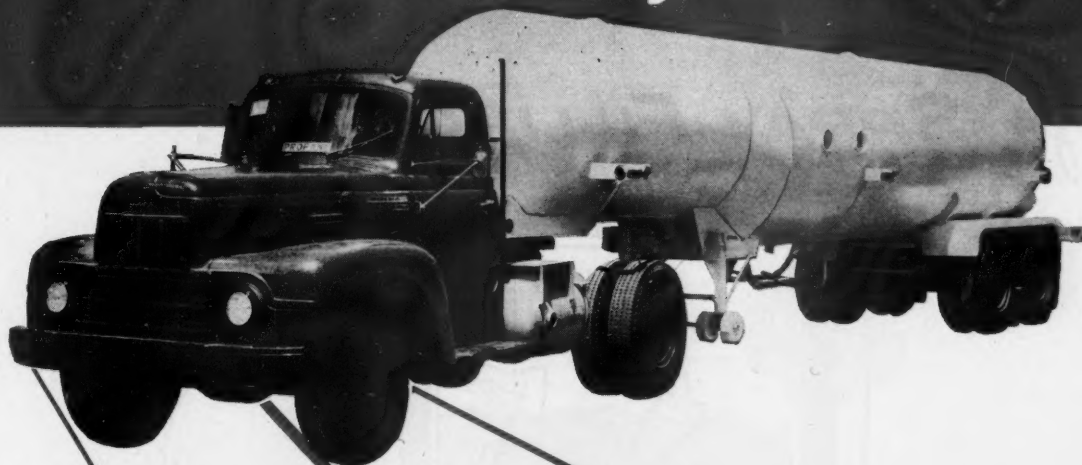
## Gasman Gives Air Conditioner Test in Home

his redecorated century-old farmhouse. The unit operates on propane.

Operations savings up to 50% with Cobaire, compared to electrically powered units, are claimed by Cobell Industries, manufacturer of the unit. The new air-conditioning system has been in production several months. It produces 1 ton of air conditioning per 1 brake hp supplied by a gas engine. One hundred test models are now being produced and will be installed by companies interested in distribution.

In the photo, Chester May (left) stands beside the new Cobaire system. Luther Prescott, president of Cobell Industries of Fort Worth, is at center. At right is Thomas Carraway, who developed the unit.

# the LMC Money Maker



*is on the road to setting  
new records in dealer profits*

The LMC Money Maker with its increased capacity of 7500 to 8000 gallons with 250 lb. W.P. allows high payloads with a low tractor and trailer investment.

The neckdown design gives you a low center of gravity, higher road speeds and more gallons in your storage tank when you need them. Whatever your LP Gas transport problem, you'll find this unit is a Money Maker for you.

In states with higher legal weight limits, our 9000-plus gallon neck-down unit may be your best buy.



*Buy on the LMC budget plan!*

WRITE FOR ADDITIONAL INFORMATION, PRICES AND PAYLOADS

**LUBBOCK MACHINE & SUPPLY CO**

P. O. DRAWER 1589

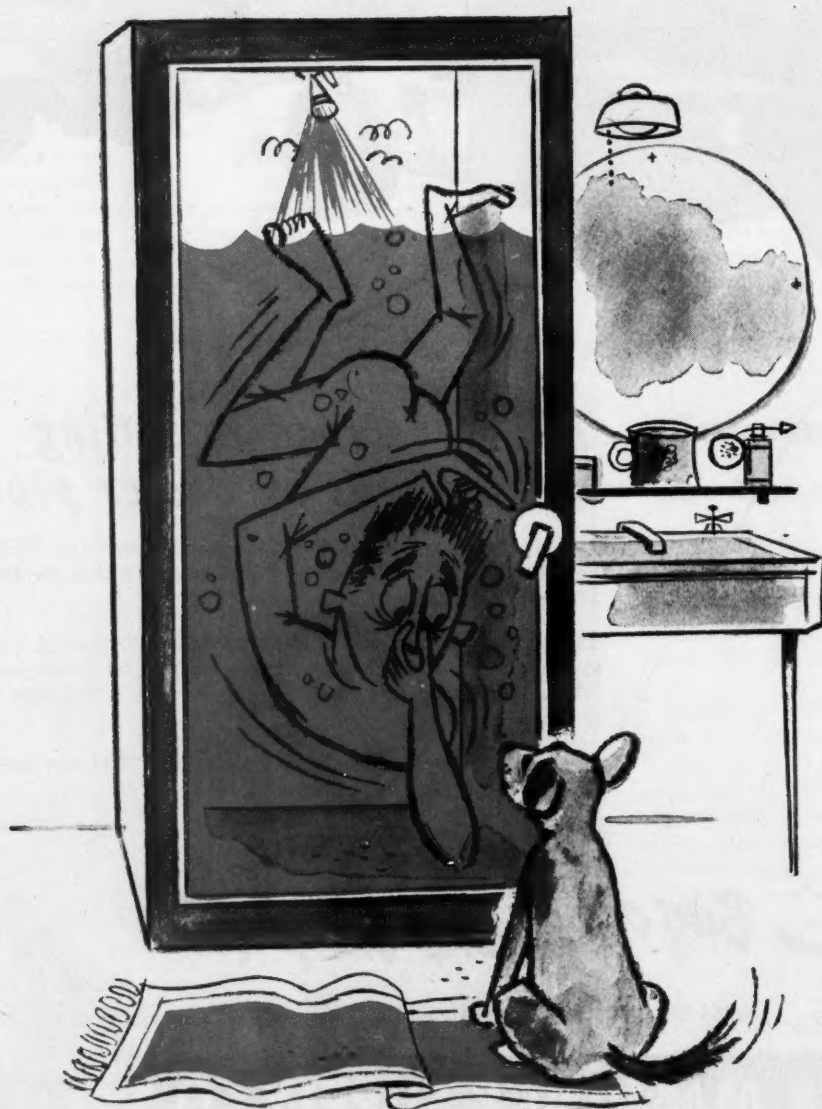
Porter 2-5261

LUBBOCK, TEXAS





*for* **SPRAY FILLING . . . . .**



### REGO 7579K Spray Filling and Liquid Eduction Valve

A combination dual purpose double check filler valve which permits spray filling or liquid eduction through a single valve. 45 GPM capacity at 10 psi drop. For installation in half couplings only.



### REGO 7578 Spray Filling Adapter

For adaption of REGO Multivalves to spray filling. Also provides for liquid eduction.



### Full Coupling Applications

The REGO 7578 Spray Filling Adapter when coupled with the REGO 7579P Double Check Filler Valve provides the depth required to permit combination spray filling and liquid eduction on containers equipped with full couplings.



# REGO®

*Specify*

The REGO Combination Spray Filling and Liquid Eduction Valve, or the companion spray filling adapter, enables ready adaption of the spray filling principle to new systems or old. Spray fill, or withdraw liquid — this one valve on your container will do either. Insist on REGO LP-Gas equipment.

*First... Foremost... Finest...*

*The* **BASTIAN-BLESSING** Company  
4205 W. Peterson Avenue • Chicago 30, Illinois





# Profitable Radio Advertising

By A. D. Burroughs

**R**ADIO is still one of the most popular media for boosting sales results of LPG dealers. It produces sales results all over the country, and it is especially popular for selling to the rural markets.

To get the most for your radio dollar, it is important to know the basic fundamentals applying to the LPG sponsor. By knowing, and using, these fundamentals you'll get more sales returns for every dollar invested in radio advertising.

LPG men throughout the country frequently ask these questions: What can we expect from radio advertising? How can we select the best time? How can we know what type of program to use in order to sell L. P. gas and gas appliances? Would spots be better than programs? Should we write our own commercials? What responsibility have we assumed when signing a contract? And what if we should find it necessary to cancel our spots or program?

**What You Can Expect From Radio Advertising.** . . . First, you can expect a direct increase in sales within the third week of a radio program, and within two weeks of spot announcements.

Second, you can expect complete cooperation from your radio station. A reputable station will aid you in any possible manner that might result in more sales for you. It is the radio station's business to boost your business!

**Selecting Your Station.** . . . This goes back to Where Should the Dealer Spend His Advertising Dollar (June BPN p. 38) Select the station

with the most listeners within the area you are selling or the area you wish to serve. For example, the station with the most total listeners may have the fewest number of listeners in the rural territory you want to reach. Limit your radio advertising, pay to reach only the folks you want to sell. A coverage map available from a station, plus an audience survey will give you your clues on which station you will want to do the selling job for you.

**Selecting the Times.** . . . This is vital for full success in radio advertising. It is one of the most baffling questions to both new and old sponsors, but the basic advertising principle of knowing *who* you want to reach, and sending the message *only* where these people are located serves as your working guide rule for selection of times.

By a good selection of time for your spots or your program, you can literally sell to any group you desire. For example, the early morning and the farm audience. The early a.m. times also have a large portion of the male listeners. Noon time catches the men and the office workers. After 4 p.m., you can reach the school teenagers, teachers, factory workers, and college students. After five, you have a family audience of men, women, and youngsters. The mid-morning and the mid-afternoon periods consist of housewives.

Thus, it is obvious that by choosing the station with the most listeners in your trade area, adding a time which will reach the largest number of folks with similar interests, you

will be well on the way to creating more customers quickly, economically, and easily.

Also, in regard to time selections, it is well to consider "adjacent"—or competitive—programs. This refers to the programs on both TV and radio stations being broadcast at the same time that your potential program will be heard. For to "buck" a highly popular program broadcast over another station at the same time yours is being broadcast is often a costly and disappointing task. You are literally fighting for the same audience, the same listeners, the same local dollar. It is easier to have a program following another popular program taking advantage of the large existing audience.

**Spots versus programs.** This one has no pat answer. Some LPG dealers swear by spots—others are enthusiastic for a good selling program. *Most dealers report using a combination of both a good program reinforced by spot announcements on other stations.*

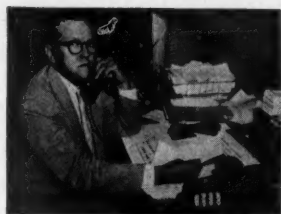
Another common agreement in the LPG field is this: If your advertising budget is extremely limited, it is safer to depend upon spot announcements—using the spots as frequently as possible.

**What program will sell for you?** In actual fact everything from newscasts to children's programs are selling L. P. gas and appliances. Transcribed dramas, cooking programs featuring "Cooking With Gas" themes where local women submit recipes, women's club news—that type of program appealing almost





## "HOW CAN YOU STOP LOSSES IF YOU CAN'T FIND THEM?"...



—says Y. L. MARKINS  
Markins Butane  
Henderson, Tex.

"LP-Gas losses and leakages seldom leave any clues except an empty cash register. Our answer has been to put ticket printing LP-Gas meters on all our tank trucks. We also load our trucks through similar bulk plant meters so we can keep track of every gallon we handle.

"The meters speed deliveries, too. No more working blind, trying to out-guess inaccurate gauges. Our customers like the meter printed tickets . . . proof of full measure received.

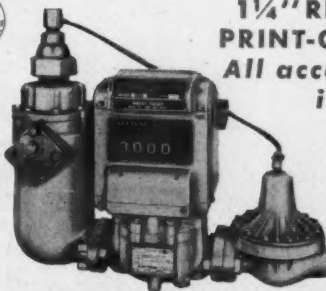
"We were careful to select an approved metering system, and find the meters thoroughly reliable, accurate, and low in maintenance."



Free Bulletin 779  
shows recommended closed system  
installation of LP-Gas meters.  
Ask for your copy today.



**1 1/4" RED SEAL  
PRINT-O-METER**  
All accessories  
included



Only Red Seal gives you a complete LP-Gas truck metering system in one compact unit. All accessories for accurate metering are included...no "extras" to buy...fewer connections to make...fewer chances for leaks. Safe at all LP-Gas working pressures. Listed by Underwriters' Laboratories. Meets API-ASME Positive Displacement meter code. More Red Seals in service than any other make...with a proved record of sustained accuracy and low maintenance. Capacity 5 to 30 gpm. Larger size also available. Choice of ticket-printing or simple direct-reading register.

**NEPTUNE RED SEAL LP-GAS METERS**  
FOR TANK TRUCKS, BULK PLANTS AND REFUELING

*Accuracy You Can Bank On*



NEPTUNE METER CO., 19 West 50th St., New York 20, N. Y. Canadian Factory: NEPTUNE METERS LTD. Toronto 14, Ont.

OCTOBER, 1955



solely to women generally reaps a good sales harvest.

An economical buy is the 15-minute recorded music program. You have no talent, transcription, or special writers' fees to pay. You get a good deal of commercial time—usually an opening, a closing, two full one-minute commercials, plus ad-lib mention by the disk jockey. The success ingredient is using a similar vein of music such as all barbershop harmonies, top tunes of the day featuring new record releases, favorite hymns of local folks, etc.

*In regards to the commercials.* All LPG radio advertisers agreed that it was not the *how much* that was said, it was the *how* and the *what* that brought sales response. A natural tendency for the new sponsor is to desire stacks of written commercials. This is "tangible" evidence—but the real tangible results with radio are the sales rise you obtain.

Several dealers reported that they either have the announcer read the commercials over the phone, or read them aloud to themselves to test the "ear appeal."

It is well to let the skilled radio commercial writers create your commercials. Generally, this is automatically included in the price you pay, so you may as well have the advantage of this talent. Make certain that the writer has an abundance of material with information on the product or services you want to sell. Tell them the angle you want stressed (price, service, etc.).

*Then check the commercials before broadcast time.* Usually the sponsor and the radio station are jointly responsible for libel. A quick check of the written commercials will avoid any headaches or financial set-backs from statements made by misinformed writers.

*And then the contract.* Regardless of what program or spot announcement series you have, you will sign a radio advertising contract. Most contracts are for 13- or 26-weeks.

Many LPG sponsors, especially newcomers to radio advertising are wary of making this long-term obligation of cash. For greatest sales results, the longer constant periods you use radio advertising, the greater accumulative results you obtain.

If this causes you to be hesitant to profit from radio advertising, you can ask for the cancellation-without-

# TAPPAN...

## the L-P dealer's best friend



### ... IN YOUR CUSTOMERS' FAVORITE MAGAZINES

Tappan does a year 'round selling job for you in a long list of magazines that cover the cities, the small towns and the farms. In ad after ad, Tappan pre-sells women on Tappan features.



### ... IN YOUR LOCAL NEWSPAPERS

Tappan supplies free ad mats for you to tie-in your store as the place to buy that Tappan L-P model. Mats are tailored to your selling job, feature your store, your prices and terms.



### ... WITH ATTRACTIVE MAILERS AND GIVEWAYS

Tappan provides colorful sales literature that sells the many Tappan L-P features and models. Imprint them with your name and put them to work.

You get long dollar margin with Tappan L-P Ranges, too . . . plus an outstanding selection of models. So go with the line that goes all out for you—sell Tappan L-P Gas Ranges.



### ... WITH L-P PROMOTION MATERIAL

Tappan's compelling window banners and product displays draw potential customers into your store—ready for a demonstration that sells.

THE TAPPAN STOVE COMPANY  
Mansfield, Ohio

For current Tappan LP Sales and Promotion Plans, write Dept. N-105, The Tappan Stove Company, Mansfield, Ohio



*penalty clause* written into your contract. Then, should some unforeseen event cause you to cancel radio advertising from vital necessity, you are not forced to make partial payments on programs scheduled but not broadcast.

This clause is normally not included in the run-of-the-mill radio contracts as protection against the fly-by-nighters and disreputable advertisers. But, you, as a hometown legitimate business can ordinarily get this contract clause for the asking.

**Free advertising.** Free advertising comes with radio advertising. Most radio stations have promotion departments to build more audience

for your programs, to get your additional publicity. This is often in the form of direct mail, through newspaper ads, and most often through their own media of radio broadcasting.

You receive free "plugs" throughout the day or the week inviting listeners to be sure to enjoy such and such a program presented by so and so on Sunday at four o'clock. Each mention, of course, is extra advertising for you, builds additional audience for your sales message and results in more sales from radio dollars.

*It's still a good buy.* While TV gains in popularity, more and more

homes have multiple radio sets. Bedroom and kitchen sets are tuned in regularly maintaining a large audience. Portable radio set sales lead all others, and nine out of ten cars are sold with car radios. For the most part, this audience is not included in the audience surveys. They are just as much additional "gravy" for your money.

And last, figure the cost per listener you are reaching. Often you'll discover that it is less than ¼ cent per regular and potential customer. And as the popular comedian George Gobel might say:

"You can't hardly get that there no more!" ■

## HOW TO PLAN SUCCESSFUL ADVERTISING: PART 8

# Coordinate Advertising Efforts As a Team

ONE of the most frequent and natural mistakes of the LPG advertiser is failing to coordinate his advertising as a selling team.

In the natural eagerness to promote services and appliances vigorously, too many LPG dealers attempt to sell everything to everyone at the same time. The consequent results are fewer sales to fewer people fewer times.

Failure to have coordination and concentration in your advertising is one of the greatest reasons for dissatisfaction upon the part of the advertiser. It takes too much cash for too little results.

For illustration, take the case of the Bob Schaad Appliance Store, Evansville, Ind. As a new advertiser, he was expecting an immediate and sufficient return in buying action from his radio and newspaper ads. He put a good deal of cash into a radio campaign for his appliances. Yet he sold only two ranges as a result. He was very unhappy, planned to cancel his radio advertising and limit his other media. He figured he may be burned once, but not twice!

From a scientific advertising viewpoint, his radio schedule should bring him in good sales returns. It was designed to appeal to both men and women. The audience rating was good, the timing was excellent. The

commercials were well written, well delivered. Yet the sales results were far below par.

While checking out the difficulty, it was discovered that the advertised ranges were located in the rear of the store. Sales clerks were unaware of the promotion. The morning newspaper ad featured water heaters. The window display was built around heating units. Direct mail literature was on a number of various services. In short, he was trying to sell everything to everybody at the same time.

To remedy the situation, the proven advertising principle of concentration was applied. One item (the ranges) was selected for promotion. The ranges were pushed in radio, newspaper, direct mail, window display, and within the store. Every ad media promoted the sale of ranges for full sales concentration. A solid sales promotion for a period of three weeks was set up. It was a *concentrated* selling effort. Then *when the change was made from ranges to water heaters in the radio program, the same change was made in every other ad medium.*

This principle of concentrated selling through advertising gives you more for each dollar spent. Take your major medium as the "hub," the center of your ad wheel. Promote one service, or one closely re-

lated group of items, and that one service or item *only*, for a period of two to six weeks. Promote it in every ad channel you use. To give further selling power to each dollar invested, add coordination to the concentration.

Coordination is the teaming up, the overlapping of advertising media for added selling effectiveness. Each medium reinforces the other.

Insist that your radio program commercials carry some mention of your other media. Refer to "See this in our window," "Ask our sales clerk," "As advertised in today's paper on page four."

Newspaper ads can carry a tag-line inviting the readers to "tune in today at 000 time." Direct mail can do the same. Tie-in mentions of the window display, can also be included for overlapping of selling efforts.

The window display and the inside displays should carry an invitation to listen to the program at blank time over blank station. Clippings of your newspaper ads should be clipped, pasted on the door or in some prominent place. Car cards or copies of your outdoor ads, duplicates of your newspaper ads or radio commercials can all be reprinted for direct mailings or inside displays.

Placards should be placed prominently on the advertised items "As

Now...the 1955

# ~~OLD STOVE~~ ~~ROUND-UP!~~

to push your  
Gas Range Sales

**UP**

**UP**

**UP**



**TELL THE DIFFERENCE  
SELL THE DIFFERENCE**  
in today's Automatic Gas Ranges  
over old gas ranges now in use.

Gas Range sales showed a healthy 13.3% increase for the first seven months of '55. And now comes the American Gas Association national "Old Stove Round-Up" to keep these figures going up-up-up!

Everybody benefits when dealers and gas utilities cooperate in city-wide gas range promotions. Every dealer benefits when he puts extra promotion efforts behind gas ranges.

Because today's modern gas ranges offer homemakers more in automatic performance, more in beauty, more in good saleable fea-

tures with lower costs of operation than ever before.

For a real pick-up in your sales, tell the difference, sell the difference between today's modern gas ranges and the 12 to 15 year old models still in use in 2 out of 3 gas equipped homes.

Push top-of-the-line automatic Gas Range models during the "Old Stove Round-Up", move them up front, connect a live demonstration model to gas, feature them in your windows and teach your sales force to sell them.

**Join up with the *OLD STOVE ROUND-UP*  
and make more sales of  
Top-Profit Gas Ranges *NOW!***

Get full information from your gas company, your gas range manufacturers' representatives or write to:

DOMESTIC GAS RANGE DIVISION

**Gas Appliance Manufacturers Association, Inc.**

60 East 42nd Street, New York 17, N. Y.



advertised in .....” A radio should be going near the appliance display while the program is in process.

All personnel should be alerted to the advertising promotions, briefed on the selling points of the specific item or service being promoted. The word-of-mouth enthusiastic “advertising” by all the personnel is vital and effective.

This is the principle of coordination in advertising. It is the overlap, the dovetailing of each media, to sell more services and more appliances quicker and cheaper. It is teaming up all advertising channels to sell as a working team.

Another effective means for giving your advertising coordination—a central theme recognized and remembered by the customer—is the use of an emblem, trade-mark, or slogan. Even when you have only a portion of the customer’s attention, a remembered slogan or emblem immediately brings to mind your business.

Take the advertising of national advertisers. These professionals use this plan to full selling advantage. With cigarettes, you’ll bring to mind many slogans. The soap advertisers, cleaning agents, etc., all have well-remembered slogans and emblems to increase selling through advertising.

It works the same way with L. P. gas appliances and services. A good slogan or a good emblem is worth a hundred copy words. Repeated throughout newspaper, direct mail, radio, window, car cards, outdoor advertising it sells on the profitable principle of repetition. It teams up your advertising.

Lin-Gas Inc., Evansville, Ind., makes profitable use of this idea with its emblem, “Tommy Lin-Gas.” It adds teamwork, remembered by the buying customer.

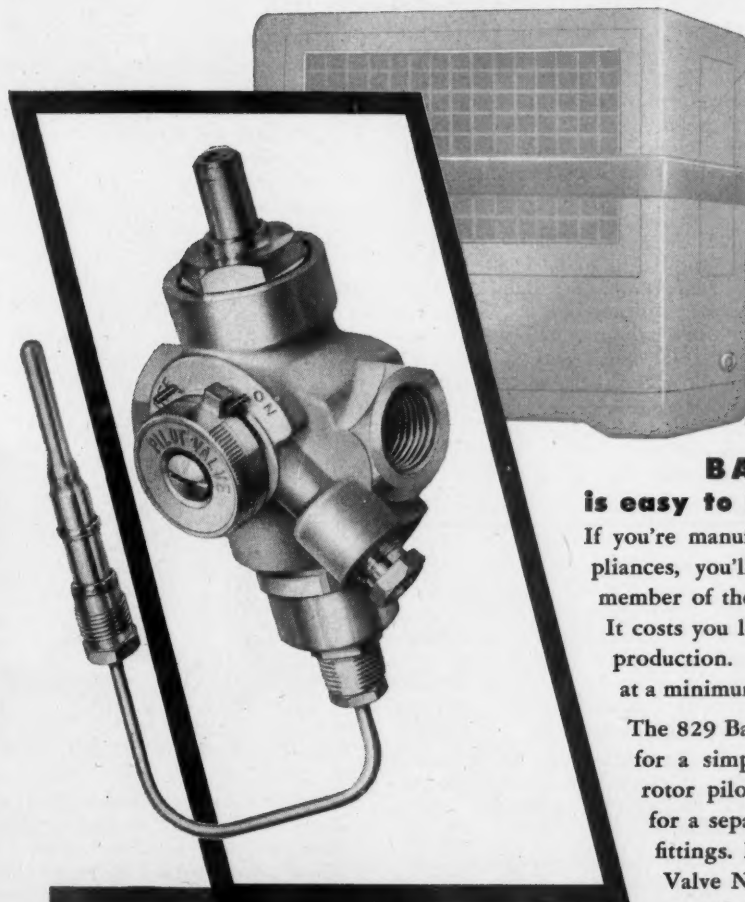
Adding the concentration and coordination to your advertising plan takes little extra planning, as extra time, effort, or cash. It puts an additional elastic stretch into each ad dollar spent.

It’s comparable to a good paint job—you can splatter it about, or you can give it a good solid stroke covering more territory with less paint! The selling team made up of all your ad medias pulling together, solidly promoting one service or one item for a sufficient length of time, pulls in more customers for less cash! ■



# Low Cost **BASO**<sup>®</sup>

## AUTOMATIC PILOT



**FOR HOOK-UPS ON**  
**... SPACE HEATERS**  
**... GAS APPLIANCES**

### **BASO No. 829**

#### **is easy to install...easy to service**

If you're manufacturing *small* gas heaters or appliances, you'll like everything about this new member of the Baso Automatic Safety Pilot line. It costs you less to buy and saves you money in production. It provides 100% shut off of gas at a minimum expense.

The 829 Baso Valve is a straight through type for a simplified manifold design and has a rotor pilot valve which eliminates the need for a separate "B" valve and extra pilot line fittings. If the rotor pilot is not needed, Baso Valve No. 819 (without it) is available at even lower cost.

The  $\frac{3}{8}$ " pipe size provides a capacity of 51,000 BTU per hour with manufactured gas;  $\frac{1}{2}$ ",  $\frac{1}{4}$ " or  $\frac{1}{8}$ " sizes can also be furnished. The pilot gas outlet is a  $\frac{1}{4}$ " compression coupling. The valve body is cast aluminum alloy; internal parts, in contact with gas, are stainless steel and aluminum so that manufactured, natural, or liquefied petroleum gases can be used. Hood and reset assemblies—typical of all Baso Automatic Safety Pilots—are replaceable in the field. Write for more information.



## **MILWAUKEE GAS SPECIALTY CO.**

Dept. SB-4

MILWAUKEE 1, WISCONSIN

## New Products and Trade Literature

To secure further information on products or new publications, fill out the coupon and mail, indicating by number the information desired.

### 1. Cylinder-Spinner Painter



Both time and paint can be saved in appreciable quantities through the use of a new "cylinder spinner painter." The device, from which the cylinder is suspended while it is being

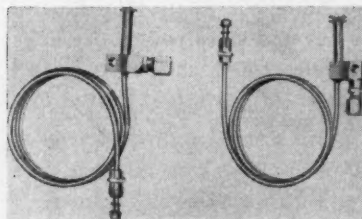
painted, is especially designed for quick connection and disconnection, and incorporates a swivel joint to permit easy rotation of the cylinder.

The spinner painter suspends from either the ceiling or a wall bracket using 1-in. pipe. In hooking on the cylinder, the handle is placed in a vertical position. The two curved hooks which are attached to the lower end of the handle are placed in the slots in the cylinder cap. When the handle is pulled down it automatically locks, holding the cylinder in place off the floor. The ball bearing swivel joint in the hanger permits the cylinder to be revolved while paint is being applied.

The cylinder is as quickly disengaged as connected. Light pressure on the button unlocks the handle, and the cylinder may be lowered to the floor. The tension of the load released, the hooks slide out of the slots and the cylinder is ready to be removed.

True Blue Oil Co.

### 2. Pilot-Burner Thermocouple



The miniature combination pilot burner and thermocouple, called the "Mini-Pilot," is now being produced in a larger size for use on water heaters, heating equipment, clothes dryers and other larger appliances.

According to the manufacturer, Robertshaw-Fulton Controls Co., the larger Mini-Pilot 200 has a nominal Btu input of 200, compared with a 100 Btu rating for the original Mini-Pilot.

While the new model utilizes the same operating principles, the company states that its larger burner tip will insure better flame stability un-

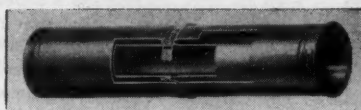
Like the original Mini-Pilot, the new "200" is non-aerated in its op-

eration and thereby eliminates linting and clogging. Despite its small size, it contains a built-in thermocouple safety shut-off, capable of generating a higher voltage than other similar types. This feature allows for greater flexibility in the choice of high limit switches.

The new Mini-Pilot 200 is suitable for all gases, and is available with the gas inlet on either the side or bottom.

Grayson Controls Division,  
Robertshaw-Fultons Co.

### 3. Gas Vent Pipe



RV Metalbestos, an insulated, double-wall gas vent pipe scientifically designed for safe, correct venting of gas appliances, is now being manufactured by William Wallace. der turbulent operating conditions.

RV Metalbestos was originally developed from testing and experimentation in William Wallace's "house-within-a-house" laboratories, which simulate residential construction.

RV Metalbestos, a companion product to the line of WV oval Metalbestos for in-the-wall venting where space is at a premium, includes an assortment of round fittings for all normally-used sizes. RV Metalbestos is constructed on the principle of double-wall insulation for strong venting draft, fast carry-off of vent gases and elimination of fire hazard. It is light in weight and built to withstand severe abuse.

A special feature of RV Metalbestos is the Rota-Lock coupler which permits quick, simple vent assembly. The Rota-Lock coupler is locked and unlocked by a twist of the coupler band, requiring no tools, screws, cement or mastic.

William Wallace Co.

### 4. Cooking Units



New modular type gas cooking units have been announced by Dixie Products Inc. Available in three finishes—stainless steel, white porcelain enamel, and copper-toned porcelain enamel—the Dixie modular gas range units incorporate deluxe features into a moderate price cooking facility.

Each Dixie counter-top cooking unit consists of one giant and one standard burner with aluminum burner caps and universal orifices. Continuous unit type grates permit sliding of pots and pans from one burner to another without lifting or spilling. Finished in acid resistant porcelain enamel, or stainless steel, both grates and drip pans are easily removed for cleaning. Burner valve

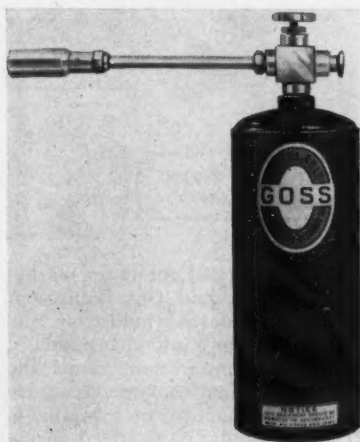
stems are extra long so that they can be cut to any desired length and thereby provide greater installation latitude.

The oven, itself, is fully insulated with a thick blanket of fiber glass to keep the heat in the oven and out of the kitchen. Rounded oven corners, non-tilt racks, separate drop-front broiler on roller bearings and a two-piece adjustable broiler pan are standard Dixie features found in all of the new ovens.

Deluxe refinements included in many of the models include oven window, oven light, automatic oven lighting and automatic clock controlled oven timer.

Dixie Products Inc.

## 5. Hand Torch



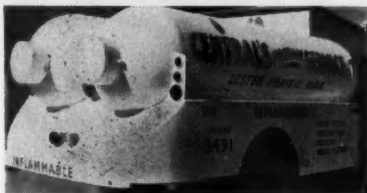
Goss Gas Inc. announces a new refillable L. P. gas hand torch. In the 900 Series, five different sizes are offered ranging from 9 oz to 2 lb.

This torch is manufactured under ICC code. It is equipped with safety valve and liquid level gauge and is very light in weight though thoroughly rugged.

The refilling operation has been completely simplified and can be accomplished for less than 10 cents.

Goss Gas, Inc.

## 6. Tank Truck



Newest L. P. gas tank truck to greet the industry is a twin-barrel, 1700 gwc unit called the Unitruck "Speedloader." Built by United Pe-

troleum Gas Co., the unit features balanced design, ease of operation, particularly in cold weather, and a long list of design and safety innovations.

One highlight of the new model is remote control of the quick-acting liquid shutoff valves. Shutoff controls are in the centrally located service compartment, which permits fast emergency action.

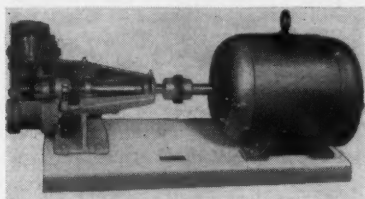
Dependable cold-weather operation is another feature of the Unitruck "Speedloader." Every operating component was selected on the basis of its proved performance record in severe-winter tests.

Both tank barrels, or one barrel alone, can be filled by means of a unique single connection. The versatile piping layout permits both filling and unloading of domestic systems through the same filling hose.

The tank unit is easily transferred from one truck body to another, and it is designed for chassis dimensions of five standard truck makes. Balance design makes it exceptionally easy to drive and operate.

United Petroleum Gas Co.

## 7. LPG-NH<sub>3</sub> Pump

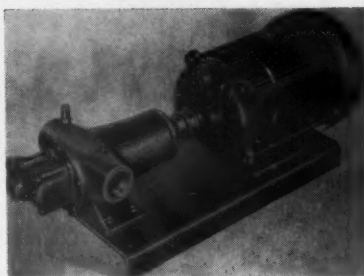


Roney Inc. offers a new pump specially designed for use with both LPG and NH<sub>3</sub>. The mechanical seal is kept constantly lubricated to insure long life. This is accomplished by an oil reservoir with a gauge glass which provides a means for wetting the seal face, thus protecting it against dry runs.

The pump also features sealed bearings which eliminate the need for periodic bearing lubrication. It is constructed of iron with a stainless steel shaft, and is produced in a wide range of sizes to meet requirements from 7 to 100 gpm against varying differential pressures.

Roney, Inc.

## 8. LPG Fueling Units



The Viking 10 and 12 gpm fueling and bottle filling units Models GG196 and GG198 have now prompted an enlargement of this Viking line.

Two additional sizes will very soon be available. These are 20 and 30 gpm capacities. Both are direct connected to 1750 rpm motors.

These will mean dependable operation of the GG196 unit but twice to three times as fast for bottle filling, bus, truck and taxi fleet filling.

The small bulk plant can also use these sizes for transfer pumping.

The 20-gpm pump includes a 1-hp, 1750-rpm motor, while the 30-gpm sizes include a 1½-hp, 1750-rpm motor.

The pumps themselves are built similar to the one mounted on the GG196 unit. All sizes feature non-lubricated idler bearing; pump shaft supported by casing ball bearing and radial thrust ball bearing; vapor pressure safety relief valve on inlet port; new, enlarged safety bypass



## READERS' SERVICE COUPON

Just fill in this coupon for Products information and copies of new publications, and mail to

BUTANE-PROPANE NEWS, 198 S. Alvarado St., Los Angeles 57, Calif.

10/55 Fill in numbers of items in which you are interested.

No. \_\_\_\_\_ No. \_\_\_\_\_ No. \_\_\_\_\_ No. \_\_\_\_\_  
No. \_\_\_\_\_ No. \_\_\_\_\_ No. \_\_\_\_\_ No. \_\_\_\_\_

NAME AND TITLE \_\_\_\_\_

FIRM'S NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

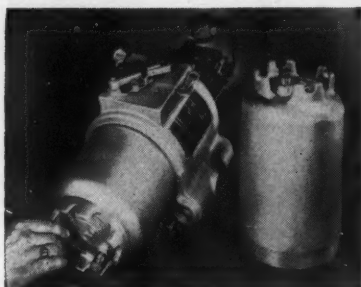


valve on pump head; O-ring head gasket for non-leak operation; and a simple, dry-liquid type mechanical seal.

The motors are the explosion-proof type with built-in switch and voltage changer. Both pump and motor mount on sturdy steel base and connect through flexible coupling for positive operation.

Viking Pump Co.

## 9. Breather and Drain



A stainless steel universal breather and drain allows the passage of three to four times more volume of air than standard types. Just introduced by Crouse-Hinds Co., the new type ECD devices are for use on explosion-proof combination starters and circuit breakers and other equipment housings in Class I, Groups C and D hazardous locations.

The new breathers and drains have two functions: (1) to drain off accumulated water, resulting from condensation, in the base of the explosion-proof housing; (2) to ventilate the housing by allowing constant circulation of air, thus minimizing condensation. Additionally, larger air passages prevent clogging due to dust and small dirt particles.

The new units can be installed in explosion-proof housings by screwing them into hubs or holes tapped for conduit having five or more threads.

Crouse-Hinds Co.

## 10. Unit Heaters

A design that improves the operation and lower maintenance on the larger capacity Janitrol gas-fired unit heaters has been announced by the Janitrol Heating & Air Conditioning Division, Surface Combustion Corp. Permanent, split capacitor motors are now offered on all heaters of 175,000, 200,000, and 225,000 Btu capacity.

Greater dependability of operation and lower maintenance cost are expected to result with the new motors, as the conventional split phase motor

starting mechanism is eliminated. A field testing program conducted by the motor manufacturer, involving more than 25,000 motors of the new design, has yielded highly satisfactory results.

The permanent split capacitor motors have been found to start without the usual sudden starting noise experienced with former motors. Significant savings in electrical current consumption also are expected with the new motors due to increased motor efficiencies.

Normal variations in electrical current voltage do not adversely affect the motor speed, with the result that volume of air delivery remains constant. All motors are equipped with built-in thermal overload protection. Janitrol Heating & Air Conditioning Division, Surface Combustion Corp.

## 11. Frameless Trailer

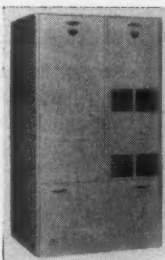


American Pipe & Steel Corp. has designed a frameless trailer transport tank to give operators larger payloads at the same operating costs as before, and still meet state and federal requirements.

The "AmpSteel" is constructed of new, light-weight, high-tensile steel. Each tank is stress-relieved, X-rayed, sand-blasted and primed before delivery. It has a gross capacity of 10,118 gal., or net propane capacity at 86¼% of 8726 gal.

American Pipe & Steel Corp.

## 12. New Furnace Line



modern cabinet styling and two-tone coloring.

The new, enlarged "Sy-Lent" heat exchange in the Utility "Weatheramic" upflow and counterflow models

Utility Appliance Corp.'s new "Weatheramic" line of vertical, horizontal and counterflow forced air furnaces and heating-air conditioning combinations contains improved engineering features,

gives greater heat capacity and features a flexible elbow to eliminate expansion and contraction noises. Another noise-eliminator is found in the diaphragm type control valves which do away with the on-and-off "clicking" of the fuel supply valve. Designed to reduce installation costs, prewiring at factory includes a 3-ft connecting cord with NEMA standard 3-prong plug.

Utility Appliance Corp.

## 13. Interchangeable Furnace



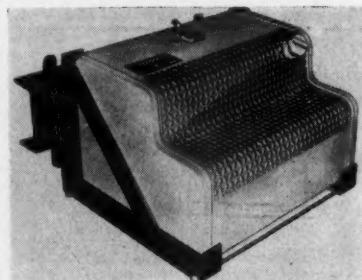
A new base just put on the market by Mutual Liquid Gas Equipment Co. makes Mutual industrial furnaces completely interchangeable.

This new innovation means the owner of Mutual equipment can use his furnace mounted on a Mutual 6, 11 or 21 cylinder or mounted on the new base and connected with a hose to any size cylinder he desires. Any of the 3—plumbers furnace, tanners furnace or portable heater—are quickly interchangeable from base to cylinder or from cylinder to base.

Changes are made in minutes. Two set screws and one gas connection does the job. No changes are made on hose or cylinder.

Mutual Liquid Gas Equipment Co.

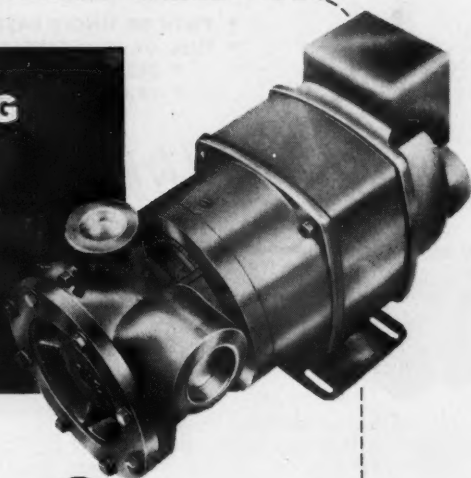
## 14. L-Step Fuel Tanks



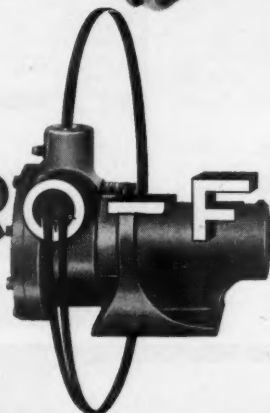
Master Tank & Welding has announced that its new line of "Safer" fuel tanks for trucks and tractors will

**ANNOUNCING**  
the new  
**Coro-flo**  
**model 10-C**

SUCCESSOR TO THE  
FAMOUS MODEL 10



**CORO-FLO**



Corken's are proud to present this rugged, compact fueling pump of advanced design, new materials, improved performance. The Coro-Flo Model 10-C delivers 12 G.P.M. at 20 lbs.; develops 80 lbs. maximum differential. Divided suction with spiral inlet allows full flow without turbulence.

The pump is made from shatter proof ductile iron. It is double safety-tested, to 1250 P.S.I. liquid pressure, and 250 P.S.I. air pressure. It is close-coupled, with 3/4 h.p. Leland 110/220 single-phase motor, switch and voltage changer mounted as part of pump.

Leak-proof mechanical seal is easy to change; take off only the end-piece of pump (no dismantling of piping or removing pump case or disconnecting motor from pump).

**NO LUBRICATION REQUIRED FOR PUMP.** Only front end bearing of motor needs lubricating.

Like all Corken pumps, the new Coro-Flo Model 10-C is covered by Corken's guarantee and exchange plan, which provides a stand-by pump for immediate shipment in case of emergency.



P. O. BOX 1062 • 1301 E. RENO • OKLAHOMA CITY 1,  
EASTERN OFFICE • 935 MADISON AVE. • PLAINFIELD, N. J.



## TRUCK TANKS

- TWIN OR SINGLE BARREL
- FULL OR SEMI-STREAMLINED
- DELIVERY TRUCK TANKS
- TRANSPORT TRUCK TANKS

*Tailored to fit your needs!*



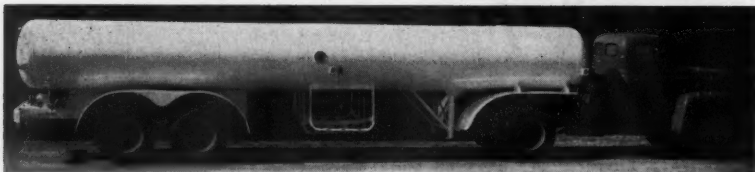
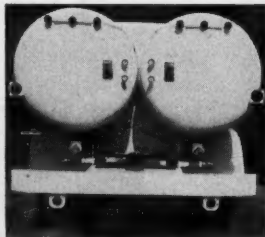
"After shopping around, we decided to have your company install a 1600 gallon twin tank on our new RP170 International. When the truck was delivered, it was more than we really expected in appearance, balance, safety and service. Considering the beauty of the unit, as well as the low price, we feel that we have the finest propane delivery unit available."

That's one of our customers talking . . . and there's plenty more like him. We'd like you to be a satisfied customer, too. We'll build tanks exactly to your specifications, or design a unit to fit your individual needs. Let's talk it over!

Get our offer before you buy . . .  
Call us **COLLECT** today!



1600 W.G. Twin Truck Tank 41" dia. x 161" O.A.L. on 172" W.B. International. Rego fittings. ICC Lights and Wiring. Streamlined skirting. 3-Way Piping. 20# Foam Fire Extinguisher. 100-ft. 1" Hose. 50-ft. 1/2" Hose. Neptune Print-O-Meter. K-190 Viking Pump.



## BAGWELL GENERAL

Call us: **STEEL COMPANY** Write us:  
Sapulpa 2680 P. O.  
Tulsa HI 6-8500 **SAPULPA, OKLAHOMA** Box 391



The New Handle on the Parkhill Safety Hose Nozzle is made of a high tensile alloy that gives it the strength of steel . . . yet is light weight. Tests prove it will wear 20 times longer than previous handle. Wearing parts are hard coated to resist wear and corrosion. It's easy to use. . . . Safe to operate. . . . Write for new brochure.



**New Alloy  
Handle Wears  
20 TIMES  
LONGER!**

**PARKHILL COMPANY**

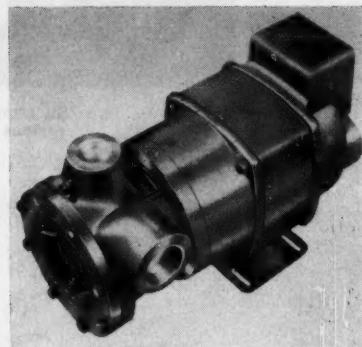
2264 Huntington Drive, San Marino, Calif.

include L-step tanks. The Master L-step tank is designed for truck owners who wish to shift the weight of the fuel tank toward the front axle of the truck, thereby increasing payload capacity in the rear.

L-step Safer tanks are manufactured in 42- to 71-gal. capacities, and are available singly or in pairs. Master Tank & Welding also produces Safer fuel tanks in round and semi-oval shapes.

Master Tank & Welding

### 15. Close-Coupled Pump



The new Coro-Flo Model 10-C pump is said to be a radically improved version of the widely used Model 10. Advanced design and new materials result in greatly improved operation, longer life, and easier maintenance. It delivers 12 gpm at 20 lb and develops a maximum differential of 80 lb.

Made from ductile iron, it will not shatter when dropped or strained. The ductile iron, incidentally, makes it suitable for the handling not only of LPG but anhydrous ammonia also.

Like its predecessor, the Model 10, the new Coro-Flo Model 10-C is close-coupled for compactness and rugged performance. It is powered by a 3/4-hp Leland 110/220 single phase motor, with switch and voltage changer mounted as part of the pump.

Improved leak-proof protection features a mechanical seal designed for quick, easy servicing. Only the end-piece of the pump need be taken off. No dismantling of piping or removing of pump case is necessary.

The pump itself requires no lubrication. Only the front bearing of the motor need be lubricated.

Corken's, Inc.

### 16. Winter Air Conditioners

The Ohio Foundry & Manufacturing Co., has just announced its Riviera Series of winter air conditioners.



something

New

IN

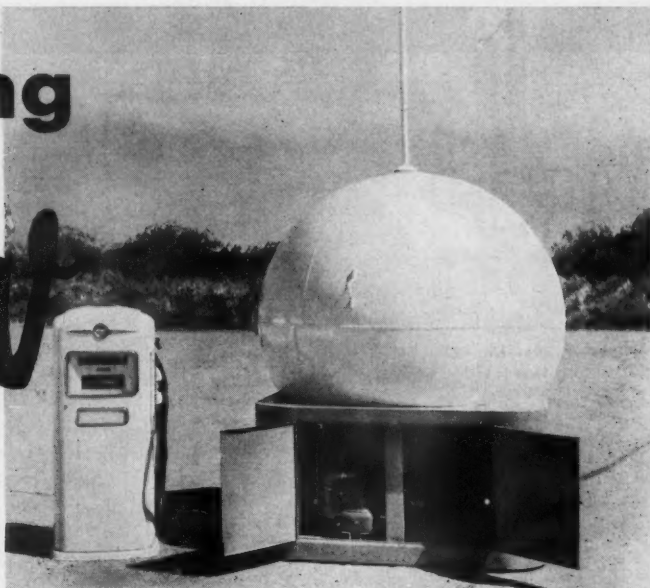
## LP GAS DISPENSERS

Designed with an eye  
for Economy of Space  
.. Safety .. Beauty ..  
Convenience .. Ease  
of Operating and  
Moving .. Savings ..  
Sales .. Profits



RED BRUMIT

You can count on us for all  
your LP gas tank needs.  
We've got the experience,  
know-how and craftsman-  
ship.



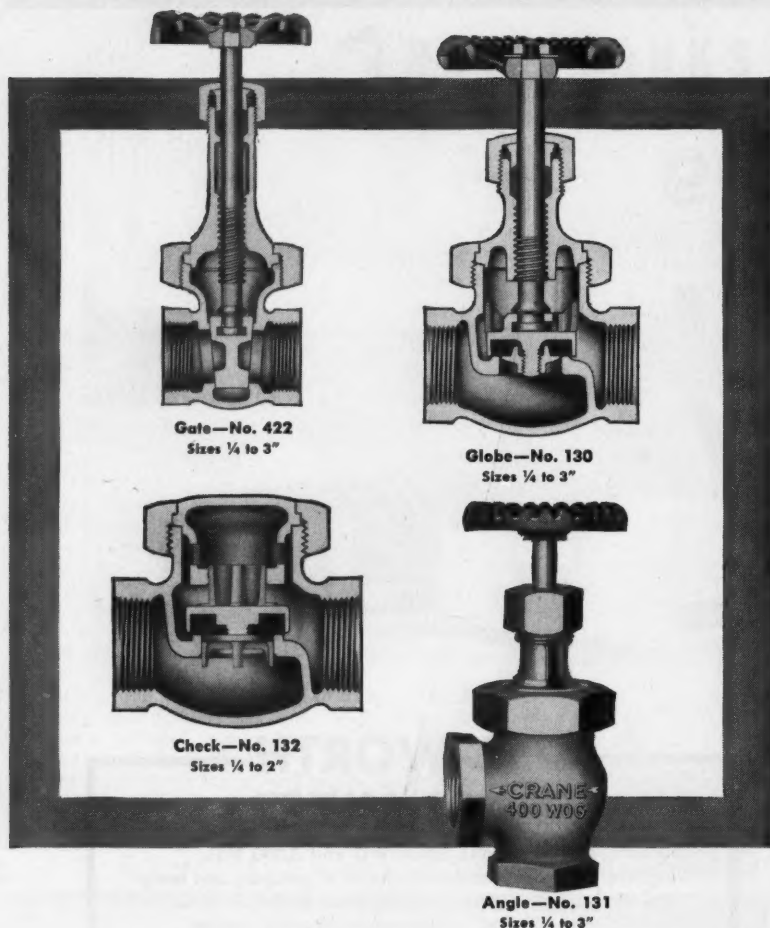
## DAL-WORTH SPACE MIZER

Three sizes — 1,000 WG, 2,000 WG and 3,000 WG.  
Completely self-contained with choice of pumping and meter-  
ing equipment in locking compartment below tank.  
Available with "Texoil" dispenser for service station  
operations.  
Painted two-tone to match major oil company colors if  
desired.  
No sharp corners or obstructions to hamper operations.  
1,000-WG unit uses less than a 7-foot square...no fence  
required.  
Spray-filling for easy refueling of tank.

This is the ideal unit for the service station operator who wants to  
take advantage of those additional sales and profits on LP gas...  
for the economy-minded fleet operator...or for added storage space  
for the LP gas dealer. It's easy to install and the entire unit can be  
moved in one operation.

# DAL-WORTH TANK COMPANY

Post Office Box 818 • Grand Prairie, Texas



## Now in sizes up to 3 in. Crane Bronze Valves for LP-Gases

New 2½- and 3-inch size gate, globe, and angle valves available immediately—in addition to all smaller sizes from ¼ to 2 inches as formerly. Your local Crane Branch or Crane Wholesaler is ready to fill your order.

Bulk plant operators find these Underwriters' approved Crane quality valves the wisest choice for low ultimate cost. They're more dependable . . . they save on maintenance . . . and last longer. Tank truck builders and LP-Gas piping contractors prefer the name Crane on valves for the added value it means to customers. Talk it over with your Crane Representative.

# CRANE CO.

General Offices: 836 S. Michigan Ave., Chicago 5, Illinois  
Branches and Wholesalers Serving All Industrial Areas

VALVES • FITTINGS • PIPE • KITCHENS • PLUMBING • HEATING

CRANE'S FIRST CENTURY . . . 1855-1955



The new product is a fully enclosed, vented, gas-fired console that heats, circulates, filter sand humidifies. It has fan-forced delivery, heats from the floor up without living zone stuffiness or ceiling stratification.

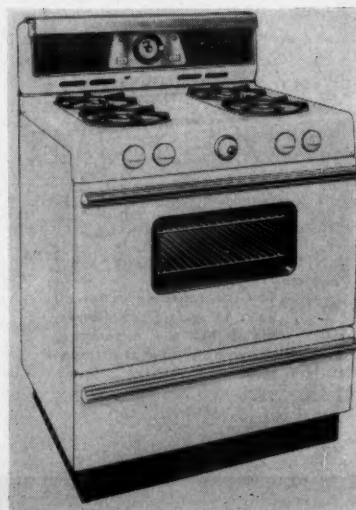
Heat exchanger is completely gas-tight from burner to flue by continuous-welding, and produces no odor or sweating. Burner is cast iron, non-clog; combustion chamber has cast-iron header; "dimpled" radiator construction muffles thermal reaction. All-weather draft diverter is built-in.

The Riviera is entirely automatic, non-electric. Precision-ignition safety-pilot shuts off all gas in case of supply failure; automatic temperature control provides selective setting; thermo-switch cuts in fan only when heat reaches comfort stage; summer-switch (for independent fan operation) alone is manually controlled. All controls are enclosed and safe from baby hands, yet conveniently accessible via service door at front.

The Riviera series is now being produced for all gases and for high altitude operation. Available in 3 sizes, 35,000 to 70,000 Btu ratings; two-tone baked enamel finish.

Ohio Foundry & Manufacturing Co.

## 17. New Range



The latest model of kitchen range to be marketed by the Dortch Stove Works Inc. is called the "Thrifty." Catalog number is 3055 GL.

Basically, this model is similar to others manufactured by the company, with these special features: High backguard, copper-chrome trim, clock-timer, combination 30-in. oven, smokeless broiler, two giant burners and aluminum burner heads.

There is glass in the oven doors, a

BUTANE-PROPANE News

# YOU DESIGNED THEM!



The design of TRAGESER LP-Gas Cylinders is based on a continuing survey of the requirements of LP-gas dealers.

Want to check the specs?

High-tensile alloy steel and brazed joints assure maximum resistance to denting and corrosion . . . keep your cylinder investment low. Light weight reduces hauling costs . . . longitudinal seam handles easily over the tailboard. The patented Lifemark Data Plate is made of copper . . . permanent, non-corroding, *always* easy to read. A red oxide ground coat is a perfect base for painting. Skirts are strong and rigidly secured. Trageser Cylinders are supplied with or without valves. Available in sizes of 20 to 420 pounds.



Send for: (1) a price-list and catalog with complete specifications of the 20- to 420-pound Trageser LP-Gas Cylinders, (2) quotations on Trageser's ASME Storage Tanks, 250 to 500 gallons, and (3) price-list and catalog of Trageser's famous "Copper Core" automatic gas water heater.

*This is the fast-selling Trageser "Copper Core" automatic gas water heater. Tank of pure copper with 10-year full replacement guaranty. Send for full information.*

## TANKS *by* TRAGESER

TRAGESER COPPER WORKS, INC.,

5000 Grand Ave., Maspeth 78, New York • Phone EVergreen 6-4000

OCTOBER, 1955

101



light in the oven, electric clock timer, top lamp and two appliance outlets.

Dimensions are: Width, 30 in.; depth, 24½ in.; and height and cooking top, 36 in. The approximate shipping weight is 225 lb.

Dortch Stove Works, Inc.

## 18. Coppertone Refrigerators

Servel's new coppertone finish, optional on the upper door of its two-door refrigerators, is a sprayed-on baked enamel.

Both the new coppertone and the white will withstand 100% humidity and 110° F temperature for 2000 hours.

At the factory, the coppertone finish is applied to a Newtowne white primer. First, a copper powder is mixed with an organic liquid to obtain the desired shade. This is sprayed on the door surface, after which a clear coat is applied for gloss and depth. The finish is then baked for 30 minutes at 300° F.

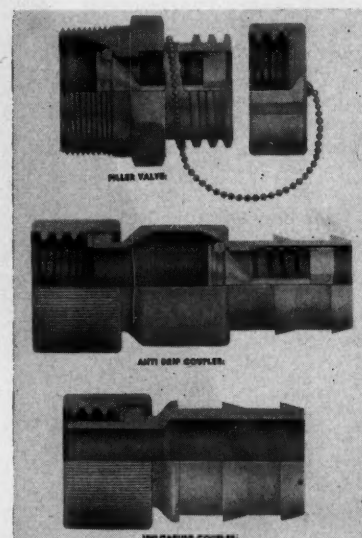
Servel paint engineers, who developed the coppertone formula after

several months of testing, are now working on an air-dried lacquer for use in the field where no baking facilities are available and "touch-ups" prove unsatisfactory. Under these conditions, the lacquer would replace the factory-used organic liquid in mixture with the copper powder, and no baking would be required to achieve durability.

Thus, the Servel two-tone refrigerator owner whose copper finish is damaged will be able to have the work done quickly by men in the field.

Servel Inc.

## 19. Circle-Seal Coupler



James-Pond-Clark, manufacturers of circle seal valves announce the development of a new coupler designed for rapid transfer of liquids or gases safely and economically.

The circle seal coupler was originally designed for the liquid fertilizer industry to provide the most efficient method of transfer, and to allow high speed filling of tanks from top or bottom.

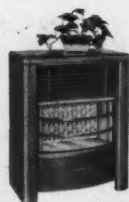
The coupler arrangement consists of a filler valve that is threaded into the tank and a coupler for quick connection between the hose and filler valve. The filler valve incorporates a check valve unit to permit flow into the tank and automatically shut off dead tight when the coupler is disconnected.

One type of coupler unit incorporates an anti-drip valve to prevent dripping out of the hose when the disconnect is made. An alternate type is designed to open the valve unit in the filler valve to permit draining or reverse flow.

James-Pond-Clark



Something to exclaim about—when a gas heater is No. 1, year after year, in dollar volume of gas space heater sales. That's the Dearborn Cool Safety Cabinet gas area heater—No. 1, too, in units sold for use with L-P gas.



you can depend on

**Dearborn®**

DEARBORN STOVE COMPANY  
1700 W. Commerce St. Dallas, Texas



## "Metered service pays off in the Big Horn Basin"

SAYS TALMAGE LOVELADY, President, Pure Gas Service Company



*"Simplifies storage, deliveries  
and ordering from suppliers"*

After 9 years of residential and commercial metered service, Pure Gas Service Company of Worland, Wyoming, reports these advantages:

**Simplification of storage problems** through use of customer on-premises storage.

**Simplification of deliveries** through establishment of a regular delivery pattern based on actual demand shown by meters.

**Balanced withdrawals** from suppliers to meet known needs.

**Ability to build a hard-hitting sales program** built around the "pay only for what you use" theme.

American® meters used by Pure Gas Service Company are the straight-reading "speedometer" type, enabling the Company to carry on a unique self-billing program in which users read their own meter and make out their own statements monthly. Elimination of much paper work and costly billing procedures has resulted.

Advantages like these have accrued to LP-Gas Companies virtually everywhere when they adopt metered service. Write today for full details on how metered "city-type" LP-Gas service can help you.



"DO IT YOURSELF" billing has proved highly advantageous to the Pure Gas Service Company. Shown here is the monthly self-billing invoice book supplied to customers. Payment before the 10th of the month earns a sliding scale discount depending on the number of units registered by the American® 2B/50 Aluminumcase Meter.



**AMERICAN®  
METER COMPANY**

INCORPORATED (ESTABLISHED 1933)



GENERAL SALES OFFICE: 1513 Race Street, Philadelphia • Albany  
Alhambra • Atlanta • Baltimore • Birmingham • Boston • Chicago • Dallas  
Denver • Erie • Houston • Kansas City • Los Angeles • Minneapolis  
New York • Omaha • Pittsburgh • San Francisco • Seattle • Tulsa  
IN CANADA: Canadian Meter Company, Limited, Hamilton  
Edmonton • Calgary

# NEWS

*News and news notes about the activities of manufacturers, distributors and dealers.*

## NFPA Pamphlet 58 Now Available for Distribution

The 1955 edition of NFPA Pamphlet 58, giving the revised standards for the storage and handling of liquefied petroleum gases, is off the press and available for distribution.

Changes from the edition of May 1954, other than editorial, have been made in the following sections and paragraphs:

B.1—New paragraph (b) added that specifies type and quantity of odorant to be used.

B.5—Paragraph (a) was revised to allow use of small ICC containers inside buildings.

B.6—Paragraph (a) was revised to prohibit use of container valves and accessories made of cast iron. Provision was made for use of suitable malleable or nodular iron.

B.7—Paragraph (c) was revised to prohibit use of cast iron pipe fittings and to clarify where equipment made of proper malleable, nodular or higher strength gray iron would be acceptable. (Subsequent paragraphs in this have been rearranged to accommodate this change.)

B.9—Paragraphs (b) & (c) were revised to permit a plus tolerance at the maximum start-to-discharge-pressure of relief devices.

2.3—Paragraph (c) was revised to include all underground containers.

4.2—Paragraph (b) was revised to include all ICC containers of Type 250 authorized for L.P. gas service.

4.10—Paragraph (e) was amended to recognize an automatic shut-off device on a small stationary engine in lieu of venting outside the building.

5.1—Paragraph (a) was revised to allow L.P. gas container to remain on public utility service vehicles when stored in private garages.

5.2—Paragraph (f) was revised to permit broader use of so-called self contained application of small ICC containers.

7.8—Paragraph (c) was revised to permit the use of copper and brass pipe or tubing in L.P. gas service station piping.

Copies may be obtained from National Fire Protection Association, 60 Batterymarch St., Boston 10, Mass., at 35¢ each.

## Six 30,000-Gal. Storage Tanks Shipped to Israel

Six propane storage tanks of 30,000-gal. capacity each are en route from New York to Haifa to supplement facilities of Israel's booming bottled gas industry.

The tanks were manufactured by the American Car & Foundry Division of ACF Industries Inc. at their Milton, Pa. plant for the American-Israeli Gas Corp., New York. They are earmarked for the latter's Israel subsidiary, Amisragas, Haifa, one of three gas supply and distributing companies in Israel.

Bottled gas for household and industrial purposes is fast replacing the traditional petroleum cooker widely used in Israel and other Middle Eastern countries.

The three companies, Shell Butagas, Amisragas, and Supergas have a combined total of over 70,000 customers. Their number is increasing at a fast pace, according to reports from Israel.

The three companies use butane and propane gas supplied by the Consolidated Refineries Ltd. plant in Haifa supplemented by imports from the U. S., Venezuela, and Italy.

## University Signs Contract With Van Horn Butane

The University of Arkansas has just signed a contract with Van Horn Butane Service of Fresno, Calif., for the manufacture and sale of a weed burner developed by a former member of the Arkansas Agricultural Experiment Station staff. The announcement was made today by Dean and Director Lippert S. Ellis of the College of Agriculture and Home Economics, who is chairman of the University's patent committee.

Under the terms of the contract, the Van Horn Butane Service will have exclusive Rights to manufacture, develop, adapt, and sell the burner for a period of three years in the territory from Montana, Wyoming, Colorado, and New Mexico to the west coast. The University is in contact with another company that may be interested in manufacturing and selling the burner in the Mississippi valley.

The weed burner was developed in 1953 by Harold S. Stanton, who was then assistant agricultural engineer with the University. He designed it as a flame cultivator for use on young cotton plants when they are only 4-to-6 in. tall. The commercial flat burners now available cannot be used with such young plants because of their upward flame expansion, which lets the flame burn the leaves of young plants.

Mr. Stanton's burner has a deflector attached at an angle to the combustion chamber. It controls the flame pattern to a height of about 2¼ in. above the ground. With this burner, flame control of weeds can begin



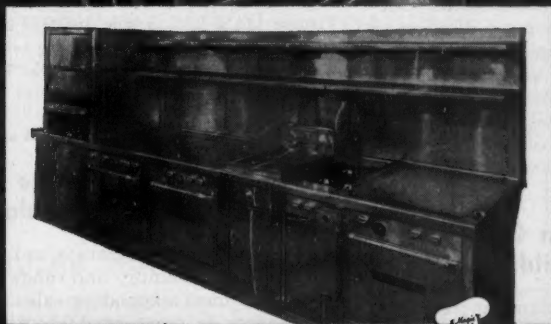
Delivering liquid petroleum gas on time in the rough terrain around Gallup, N. M., takes good men and equipment, reports W. S. Eoff, manager of the Navajo Butane Co. Here, driver Charles W. Cravener, who has driven a million miles without a chargeable accident, stands beside the latest Navajo equipment, an 8200-gal. high-tensile unit manufactured for the firm by Lubbock Machine & Supply Co. Inc. The neckdown unit is low-mounted on the trailer which makes for a low center of gravity and low wind resistance, allowing easy handling on the mountainous roads in northern New Mexico and southern Colorado.



# Magic Chef New "Super-Duty" line proves leadership again

with features, styling, value that challenge comparison! :

*The greatest industry advance  
in commercial gas ranges  
in 20 years.*



**Magic**  
"SUPER  
DUTY"  
**Chef**  
GAS COMMERCIAL COOKING  
EQUIPMENT

- **New "flow-line" shelf**

Streamlined continuous storage surface unbroken by dividers or end brackets. Easy to clean coved back edges on both top and bottom shelves. Increases efficiency, gives at least 25% more usable shelf area.

- **New one piece fry top**

Extra frying capacity for rush hour peaks. Eliminates hot grease seepage under fry top. Drains empties into convenient grease receptacle on front of range. More sanitary, saves cleaning time.

- **New flush-to-floor design**

AGA approved for installation without legs on non fire-proof floors. Easier to keep clean. Modern streamlined appearance.

- **New top burner valves**

All top burner valves on all ranges are new simmer-set type. Any burner adjusts down to simmer without peeking. A time saver, fuel saver, and safety feature. New firm-grip valve handles.

- **New all porcelain enamel linings**

Top burner box, oven burner box and oven linings are completely porcelain enameled for a life time of service and sanitary quick cleaning.

See your food service equipment dealer or write  
**MAGIC CHEF, INC. • ST. LOUIS 10, MO.**



Fittings and hose designed for quick make-up by hand without tools. Excellent for automotive and industrial lines carrying water, hot oil, gasoline, diesel fuels, anti-freeze, L-P Gas, vacuum gage and air applications. Double fabric braid. Impregnated fabric cover. Working pressures to 250 psi. At your dealer.

Write for BULLETIN  
Dealerships open  
in some areas.



BRANCH PLANTS  
LOS ANGELES AND TORONTO  
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STRATOFLEX OF CANADA, INC. TORONTO 18, ONTARIO

much earlier than is now possible. The University Patent Committee has applied for patent rights on the weed burner.

Mr. Stanton resigned from the university a year ago and is now employed by the U. S. Department of Agriculture at its Shafter Cotton Field station near Bakersfield, Calif. He has been working with the Van Horn Butane Service on improvements in the burner's design.

Arrangements such as this one just worked out by the Patent Committee encourage staff members to develop ideas, Dean Ellis pointed out. If the item becomes valuable commercially they also help secure additional funds for research work.

### GAMA Forms Gas Unit Heat & Duct Furnace Division

The board of directors of the Gas Appliance Manufacturers Association has announced the formation of a new division—the Gas Unit Heater & Duct Furnace Division.

Originally, the division was known as the Gas Unit Heater Group. After a poll of the group membership, the board granted it division status. One of the benefits of being a division is that the division chairman automatically becomes a member of the GAMA board of directors. The chairman of the new division is David R. Webster, president of Reznor Manufacturing Co., Mercer, Pa.

### Harper-Wyman Completes New Office Building

A new office building has just been completed by the Harper-Wyman Co., Chicago.

The new building houses the general office, engineering and sales departments, as well as an enlarged research laboratory. Space formerly occupied by these departments is now being used for expanded manufacturing operations.

### Ribble Purchases Interest Of His Partner, Park

Claude D. Ribble has announced the purchase of the interest of his partner, Alvis Park, in the Paris Automatic Gas Co. Inc. at Paris, Texas. Operations, policies and services of the company will continue as in the past, he said. The company operates stores at Paris and Cooper, Texas.

Ribble and Park started the company operation in 1946 with two fuel trucks, one 10,000-gal. storage tank

and approximately 300 customers. At present the company has five fuel delivery trucks, one transport truck and five service pick-up trucks. The company now has a total of 75,000 gal. capacity in bulk storage tanks and serves about 2000 domestic customers and 350 farm tractors in Lamar, Delta, Red River and Fannin counties and employs 17 people.

All delivery trucks and two of the service trucks are equipped with two-way radios and the Paris office can keep in touch with each of them at all times.



Jim Champlin, district manager for Superior Propane Ltd.'s 7000 sq mile Stratford area, finds flying, rather than driving, a big help in covering his territory. Jim charts the four-passenger craft when speed is important.

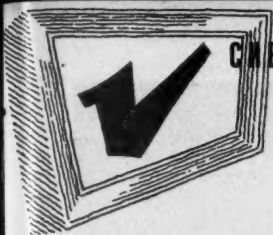
### Norge Forms New Range and Home Laundry Divisions

Establishment of separate and individual home laundry and range divisions to meet expanding sales requirements is announced by R. C. Connell, vice president of sales of Norge Sales Corp., Chicago.

V. F. Peterson, automatic washer product manager, was appointed manager of the newly formed home laundry division. He will be responsible for the sale and merchandising of automatic and conventional washers, electric and gas clothes dryers, and electric and gas water heaters. Home laundry product managers who will report to Peterson are Hal L. Biddle, clothes dryers; R. T. Musselwhite, water heaters; and Dan R. Nighswander, conventional washers.

J. J. Edwards, gas range sales manager, will head the new range division. He will be responsible for sales and merchandising of gas, electric, and built-in range products. Jack A. Plano will report to him as product manager of the electric free-standing and built-in ranges.

Completion of the \$2.5 million ex-



CHECK THESE EXCLUSIVE

**MASTER** FEATURES

# "The Time Saver"

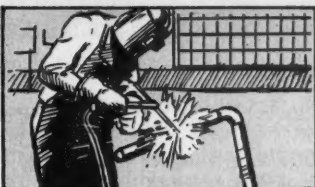
Patent Pending



**YOUR CHOICE OF CLOSED END . . .**  
(Illustrated above)

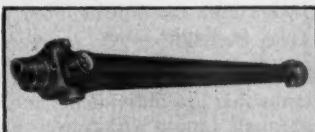
## WELDED CONNECTIONS STOP LEAKS

All pipe connections are welded, where it is feasible. This assures trouble-free service and a greater savings to you!



## TUBULAR SHAFT PUMP DRIVE

The pump driving equipment consists of the best joints money can buy and tubular driving shafts—the same design which propels the truck. A lifetime of trouble-free service.



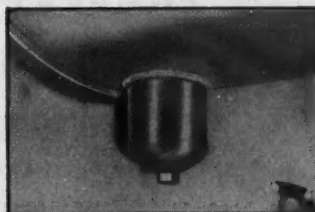
## ONLY 60 MINUTES TO CHANGE TRUCKS

Merely disconnect power takeoff and unscrew the mounting bolts. Entire unit is ready to be moved. There isn't a single pipe fitting to change. The elimination of a big plumbing job eliminates the cause of leaks and trouble.



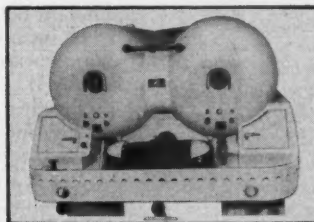
## TANKS PUMP DRY

. . . with the exception of a pint, which remains in the sump. This sump catches all sediment and eliminates the need of a strainer in the suction line, which slows the flow. The sump is drained periodically to remove the sediment. The tank outlet is at the rear, where there is a 2" line inside that takes suction from the sump at the front.



When operating in country where there is ice and snow, the enclosed type is recommended. There is ample room for meter and hose reels plus extra space for other uses. The rear compartment opens up with the doors entirely out of the way to give ample working space. One latch locks all three doors.

## . . . OR OPEN END



If you are in a section where there is not much ice and snow, the open end type rear is recommended. The meter is enclosed and there is a large tool box on the opposite side plus ample room for the hose in the center. If you do not use power hose reels, the rear compartment is designed so you can wrap the filter hose outside and the vapor hose inside of the rack. Either hose can be used separately.

## SPRAY NOZZLE FOR FASTER FILLING

Refrigerating principle lowers the pressure and makes the tank easier to fill.

## REAR MOUNTED PUMP STOPS LEAKS

When the pump is mounted on the truck chassis, the twisting and careening of the truck is murder on pipe connections. Master Engineers have designed a leak-proof truck tank with pump and pipe fittings, mounted as a single unit, on the rear of the tank.

## STREAMLINED BODY

The body has been streamlined to beautify its appearance. It is finished with a hot enamel process for high lustre and greater durability.

## NO PLUMBING INSTALLATION

The Time Saver comes completely installed on the truck of your choice. However, The Time Saver tank unit can be furnished for a "Do It Yourself" installation. There is no complicated plumbing job, for the entire pumping unit is mounted on the rear of the tank.





# Convert Your Present Tanks With



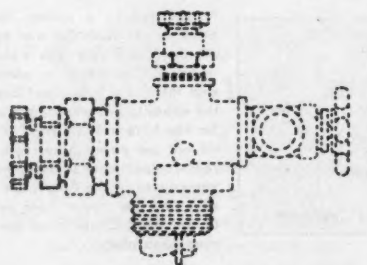
## VAPOR SPRAY FILL VALVES

1. Eliminates vapor return lines.
2. Saves time; Reduces cost.
3. Reduces wear and load on pump.

Phenomenal records coming in daily on the Sel-Pac Vapor Spray Fill Valve are proof of greatly improved liquid transfer rate and low pump differentials. We now offer the Sel-Pac No. 626 which can be installed in tanks, now in use which are equipped with multi-valve heads.



Patents Pending



**No. 625 VAPOR SPRAY FILL VALVE**  
The No. 625 incorporates the popular Sel-Pac double back-check with 1 1/4" standard pipe connection.



Like the Sel-Pac No. 625 which was the first Vapor Spray Fill Valve to be introduced to the industry, the new No. 626 offers identically the same working principle. During the filling operation the liquid is "sprayed" into the vapor space within the tank with a decided refrigerating effect which keeps temperatures and pressures down, thereby increasing tank filling efficiency and reducing load on pump and liquid hose. LP-Gas tanks can now be filled **WITHOUT** the use of Vapor Return Valve or Vapor Lines.

Tank manufacturers may continue to specify Sel-Pac No. 625 shown below for tanks that are individually fitted or the No. 626 where multi-valve heads are used. Liquid withdrawal through either Sel-Pac valve is easily accomplished (See Sel-Pac No. 902 Liquid Withdrawal Adapter).

For complete information and filling rates send today for the latest research file on Sel-Pac Vapor Spray Fill Valves. No obligation.

**REQUEST YOUR TANK FABRICATOR TO SUPPLY SEL-PAC VAPOR SPRAY FILL VALVES.**

# SELWYN-PACIFIC COMPANY

340 West Avenue 26, Los Angeles 31, California

ADVERTISEMENT

# THE PROOF OF THE PUDDING IS IN THE EATING



by  
**GEORGE R. POSTLEWAIT**  
President  
SELWYN-PACIFIC  
COMPANY

We quote from a letter written by one of our good customers, the following paragraphs referring to tests run on our new Liquid Spray Filler Valve:

"We were using our truck with a Viking pump, 100 feet of 3/4 inch hose, and no equalizing line. On the spray fill we could have obtained faster filling by speeding up the pump but we tried to run the pump the same speed in each case. Each tank had gas in it but only what we could not get out, or approximately zero percent.

"WITH CONVENTIONAL BOTTOM FILL METHOD we started with a tank pressure of 160 lbs., and in nine minutes the pressure was up to 248 lbs. and we popped the relief valve at 55 percent full after putting 252 gallons in it. You will note that we obtained very good pumping speed due to the high differential on the pump, which would not be the case with every propane truck.

"WITH SPRAY FILL we started with a tank pressure of 160 lbs., and in fifteen minutes the pressure was up to 206 lbs., tank was 95 percent full, and we had pumped 428 gallons. The magnetic gauge on this tank read a little high all the way up.

"So, please rush us 100 of these valves as soon as possible. We want to install one in each tank in the yard, and get them in the new tanks we have on order."

The tests we have run on the Sel-Pac Spray Fill Valve have convinced us that tanks can be FILLED WITHOUT THE USE OF A VAPOR RETURN VALVE. IT IS NOT NECESSARY TO HAVE A HIGH PUMP DIFFERENTIAL TO USE THESE VALVES EFFECTIVELY.

Tanks have been filled with a pump differential of as little as 6 p.s.i. at a rate of 27 gallons per minute. (Pressure in tank was 165 p.s.i. at start of test and 206 p.s.i. after adding 400 gallons of propane.) Naturally pumps having a higher differential will fill more rapidly. With a pump differential of 37 p.s.i. we filled at a rate of 53 gallons per minute. (Pressure at start was 180 p.s.i. and 210 p.s.i. after filling, 319 gallons being added.)

Liquid can be withdrawn through the same valve for the purpose of emptying the tank, or to fill mobile tanks, etc., at a rate exceeding 12 gallons per minute.

Detailed Test Data on the Spray Filler Valve showing filling results under many conditions are available upon request. Please write us concerning any liquid filling or withdrawal problems you may have.

**SELWYN-PACIFIC COMPANY**  
340 West Avenue 26  
Los Angeles 31, California

pansion and retooling program at two plants is reported. The plants are expected to double production capacity for automatic clothes dryers and automatic washers.

V. C. Rice, vice president of manufacturing and engineering, announced the addition of 200,000 sq ft of floor space and retooling at the Effingham and Herrin, Ill., plants.

## Furnace, Range Shipments Continue to Rise

Gas-fired, warm-air furnace shipments continued their record-shattering pace during July, setting two new marks for the fifth month in a row. One was an all-time high for the first seven months of the year, the other a new record for July shipments, according to the Gas Appliance Manufacturers Association.

It was reported that 412,100 units were shipped to dealers and distributors during the first seven months of the year, an increase of 35.1% over the same period in 1954. Shipments in July alone set a record for that month of 67,800 units for a gain of 27.4% over the same month last year.

During the month 7,400 gas-fired boilers were shipped, an increase of 12.1% over the same month last year. During the first seven months of the year, 37,400 units were shipped for a 7.2% increase over the same period in 1954.

Gas conversion burner shipments were down, with 13,300 units shipped in July, a decrease of 33.2% from the same month last year.

Domestic gas range shipments registered gains during July, making it the ninth successive month in which shipments have been greater than those for the same month the year before.

During this past July 149,500

ranges were shipped to distributors and dealers, compared to 134,500 shipped during July, 1954. This was an increase of 11.2 per cent.

This makes a total of 1,272,100 ranges shipped during the first seven months of the year, a 13.3% increase over the 1,123,100 shipped in the same period in 1954.

July automatic gas water heater shipments set a new monthly record for the sixth month in a row, according to the Gas Appliance Manufacturers Association.

July shipments were the highest on record for that month with 212,500 units, a 11.7% increase over the same period last year.

Shipments also had set a record for the first seven months of the year, reaching a total of 1,616,600 units, a 22.4% increase over the 1,320,600 units shipped in the first seven months of 1954.

## Industrial Radio Service Rules Amended by FCC

The Federal Communications Commission has issued an interim order amending its rules governing industrial radio service. It is emphasized that this is an interim order pending final decision on the regulations.

The order provides for licensing of L.P. gas distributing companies that meet the temporary eligibility rules established by this order.

To be eligible it must be shown (1) that the use of radio will be exclusively in connection with the delivery to the consumer of liquefied petroleum gas for heating, lighting, refrigeration and power purposes by means other than pipeline or railroad, and (2) that such activities will take place outside of the city limits of cities of 50,000 or more population.

The commission in issuing the or-



The largest gas meter repair center in the Southeast opened in Atlanta, Ga., by Rockwell Manufacturing Co., of Pittsburgh. The new air-conditioned building adjoins Rockwell's Meter & Valve Division Southeastern regional headquarters. The new center will ultimately employ up to 60 persons—about 30 to start—according to J. W. Northcutt, regional sales manager.

# Helpful Reprints from **BPN**



## VALUABLE IN WORKING OUT YOUR OPERATING AND MERCHANDISING PROBLEMS

Each 60-page booklet contains reprints of the best articles, on the following subjects, that have been printed in Butane-Propane News.

### 1. PROBLEMS OF MANAGEMENT \$1.00 (enlarged 8½x11 edit.on)

Causes of Gas Losses—Economics of Fuel Deliveries—Market Problems and Research—Safety and Insurance—The Banker's Viewpoint—Efficiency in Business; Causes of Failures; Calculation of Overhead, Operating Costs, Mark-up and Turnover; Budgets—Credit and Collections—Simplified Billing—Effects of Stealing Customers and Cutting Prices—Profit in Cooperating With Utilities.

### 2. BULK PLANTS 50c

Designing for Safety Features—Accurate Metering—Transfer of LP-Gases—A Bulk Plant Designed for Speed—Pump Hook-Ups—Building a Bulk Plant—Engine in Place of Electric Motor for Liquid Transfer—Modern Design Aids Unloading and Storage—Measuring Liquid in Storage Tanks—Safety Recommendations.

### 3. FUEL LOADING AND UNLOADING WITH PUMPS AND COMPRESSORS 50c

Unloading Pump Cars—Tank Truck Installations—Bulk Plant Design—Hydraulic Power Replaces Electric Motor—Important Installation Features—Inlet Line Capacity—Four Services with One Pump—Line Resistance—Fast Method of Determining Residual Vapors in Tank Cars—Fundamentals of Liquid Transfer Using LP-Gas Compressors.

### 4. SERVICING DOMESTIC APPLIANCES \$1.00 (enlarged 8½x11 edit.on)

General Principles of Gas Utilization—Range Servicing—Water Heater, Space Heating Servicing—Meters, Regulators and Related Pipe Fittings—Gas Refrigeration Servicing—Appliance Changeovers—Corrosion of Hot Water Storage Heaters—House Piping and Appliance Installation—Range and Refrigerator Installations—Heating Installations—Venting—Installations: Water Heater, Clothes Dryer, Incinerator—The Venting of Gas Appliances.

### 5. BULK CONSUMER SYSTEMS 50c

Regulator Freeze-Ups, Causes and Remedies—The Right Regulator for the Job—Regulator Operation—It Pays to Service LP-Gas Equipment—Vaporization—Determining Storage to Serve Demand—Line Testing Piping—Tank Installations—Combining Deliveries and Collections With Meter Readings—Supply Tank Installation With Special Trailer Unit—Regulating Pressure—Pipe Lines—Testing Procedure.

### 6. SELLING \$1.00 (enlarged 8½x11 edit.on)

How to Find New LPG Customers—Who the Best Prospects Are for Heating Equipment—Keeping a Sale Sold Through Service—Selling to Summer Camps—How to Size and Sell Water Heaters—Build Your Load With Clothes Dryers—The New Home Market—Advertising's Part in the Sales Campaign—How to Be a Successful Salesman—How to Get Your Share of the Industrial Market—You Can Boost Your Sales With Trade-ins, Fair Displays, Demonstrations, Using the Testimonial Letter.

### 7. COMMERCIAL APPLICATIONS 50c

Introduction to Commercial Cooking—Commercial Cooking—Cooking Time and Temperature—Selling the Chef—The Tailor Needs Gas—Challenge of the Commercial Load—Heat Control Is Key to Profit in Commercial Cooking—Gas Heater for Potato Cars Offers New Fuel Application.

### 8. INDUSTRIAL APPLICATIONS 50c

Torches and Furnaces—Flexible Heat Treating—Industrial Gas Loads Are Velvet for B-P Dealers—No Frozen Switches for Railroads—The Railroad Load Potential; A Summary—Fusing Plastics—Propane Plays Important Part in Midwest Heat-Treating—Infrared Paint Drying—Silver Brazing Broadens Hard Soldering Field—Practical Economies of High Pressure LP-Gas Lines.

### 9. FARM APPLICATIONS 50c

Dehydration Helps Delivery of Farm Products—Fast Drying, Early Marketing Changes Grain Farmer's Future—Processing Alfalfa—Mechanical Dehydration—Drying Peanuts Saves Losses, Speeds Deliveries—Rice Dried in 24 hours—LP-Gas Tobacco Curer Opens Big Load to Southern Dealers—Sweet Potato Curing—Dairying—Weed Burning—Gas-Powered Engines—Northwest Arkansas Broiler Show—Butane Brooders Guard Chicks Against Sub-Zero Weather.

### 10. POULTRY BROODING AND INCUBATING 50c

Poultry Brooding Market Analysis—Greater Brooder Profits With Gas—Our Place in the Turkey Business—Economics of Gas Brooding and Replacement of Competitive Equipment—Turkey Incubating—Brooding Hazards Reduced by Gas Vaporizer—LP-Gas Proves Best Fuel for Cold Room Poultry Brooding—Butane Underwrites Turkey Profits.

### 11. POWER \$1.00 (enlarged 8½x11 edit.on)

Drivers "Work the Angles" to Get Million-Mile Truck—13 Years Experience With Converted Trucks—LPG Delivers Livestock in Better Condition—The Great Plains Winter-Summer Ratio Is Upside Down—Three Years of City Bus Operation With LPG Fuel—Conversion of Heavy Equipment—LPG Tractor Sales Depend on LPG Dealers' Effort—The Woods Are Full of Good Prospects—Mistletoe Express Saves \$15,000 a Year With LPG—LPG Reduces Fire Hazard in Lumber Yard Fleet—Gasoline Can't Match LPG as a Stand-by Engine Fuel—Ignition Timing Problems—And Other Subjects.

### 12. TOWN PLANTS 50c

Isolated Butane Systems—Laying Copper Mains—Central Plants; Safe Design and Operation—Serving "Fringe" Areas—Propane Storage in 24-Inch Seamless Tubing Solves Peak Demand—More Heat for Less Money Determines Butane-Air Town Plant Installation—Utility Sells Beyond Mains, Then Changes Over Town Plant—Converting Two Washington Towns to Propane-Air—6000 Meters Converted—High Cost Turns Utilities to Propane.

der points out that this restriction should not be construed as a prejudgment of the question of population restriction now pending before the commission. Present indications are that the Commission's final order will not be issued until late September.

## Tuloma Gas Concludes Series of Meetings

Tuloma Gas Products Co. has concluded a series of meetings held recently for members of the company's sales department. Conducted by W. R. Thorne, Tuloma's manager of sales, the meetings were held in the company's general offices in Tulsa. Attending were 20 members of the Tuloma staff, including the company's field representatives from the Midwest and Gulf Coast areas.

Highlighting the conferences were reports from R. A. Carter, president of Tuloma, and H. R. Thomas, vice president and general manager.

## Servel Executives Make European Research Tour

Three Servel executives have been making a three-week tour of Europe where they will study engineering practices and design developments in the refrigeration manufacturing plants of six countries.

The executives are A. B. Kennison, vice president and coordinator of research and product development; Carl T. Ashby, chief engineer, and Dudley E. Heath, patent attorney.

Also in the party is Walter Dorwin Teague, Jr., member of the industrial design firm of Walter Dorwin Teague and Associates, which is retained by Servel.

## Neile Havens to Handle Sales for Uregas

K. H. Dickson, vice president and general manager of the Uregas Companies, announces that Neile Havens has been employed in the newly created position of advertising and sales promotion manager. The new position was made necessary by the growth and expansion of the Uregas company, which now serves more than 65,000 customers in Missouri and Illinois.

Mr. Havens will headquarter at the Uregas general offices in Moberly. He joins Uregas with more than 20 years' experience in the gas and gas appliance business. Starting as a retail gas appliance salesman in 1934

**BUTANE-PROPANE NEWS • 198 S. Alvarado St., Los Angeles 57, Calif.**

Send (.....) copies of each booklet indicated: Nos.....

Send complete set of 12 for special price \$6.50 ☐

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COMPANY.....

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# WIN A TRIP TO **PARIS**

# WIN A TRIP TO **BERMUDA**



## Announcing the big new **RHEEM DEALER CONTEST—**

Right now—every Rheem dealer in the country has a better-than-average chance to win a once-in-a-lifetime trip to Paris—for TWO! Or you can win a trip to Bermuda, or expensive and useful prizes.

### **HOW TO ENTER**

Call or get in touch with your Rheem jobber-salesman right away. He'll give you all details, and start you on the way to winning.

### **WHEN TO ENTER**

Contest opens October 1, 1955, and all entries must be postmarked on or before midnight, November 12, 1955, when the contest officially closes.

**Rheem Manufacturing Company**  
Chicago, Illinois

**Rheem**

### **1st Prize . . .**

9 glorious days in Paris  
for two—long enough to  
really see the world's gayest city

### **2nd and 3rd Prizes . . .**

7 days for two in balmy Bermuda,  
a paradise of sky blue water and  
snow white sand.

**Plus . . .** Color TV Set  
Rheem Room Air Conditioner,  
plus 103 other exciting  
prizes!

**ENTER THE RHEEM DREAM VACATION CONTEST—NOW!**

# GAS-FIRED UNIT HEATERS

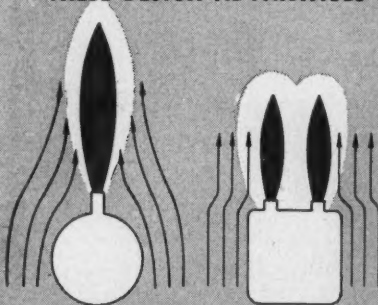
by **Modine**  
**save you money** right  
 from the start

**Lightweight  
 cuts  
 shipping,  
 installation  
 costs**

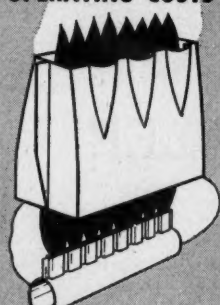
WEIGHT COMPARISON		
Brand	Capacity (Btu/hr. input)	Approx. Net Weight
Modine (aluminized steel)	105,000	105
Modine (stainless steel)	105,000	95
Brand "A"	100,000	170
Brand "B"	102,000	196
Brand "C"	90,000	175
Brand "D"	100,000	165
Brand "E"	100,000	210
Brand "F"	100,000	210
Brand "G"	105,000	170

Light weight, without sacrifice of strength or efficiency, makes Modine Unit Heaters easier to handle, faster to install. Also cuts need for expensive support structures.

## THESE DESIGN ADVANTAGES REDUCE OPERATING COSTS



More usable heat per fuel dollar  
 Single-row burner ports help insure adequate secondary air supply. As a result, you get maximum combustion efficiency, more delivered heat per fuel dollar.



Faster, more uniform heating  
 Continuous flame from front to rear of individually-fired exchangers, increases radiant heat absorption, uniformly distributes heat through tube.

**LONGER LIFE . . .  
 AND . . .  
 LOW-COST SERVICE**

Stainless steel slashes corrosion loss  
 Modine burners, to all practical purposes, are unaffected by acid corrosion, rusting and scaling . . . give you many years of trouble-free, top efficiency.



GU-1270

### NEW 12-PAGE BULLETIN 655

gives you more complete information, selection and application data. Call the Modine representative listed in your classified phone book. Or write — Modine Mfg. Co., 1577 DeKoven Ave., Racine, Wisconsin.



**Modine**  
**UNIT HEATERS**

with the Kansas Public Service Co. at Lawrence, he progressed through the years to vice president and general manager of Union L.P. Gas Systems Inc., with headquarters at Iola and Independence. He spent a total of 17 years with this company and its affiliates, serving in a number of different capacities.

## Florida 1954 LPG Sales Show Large Increase

Sales in Florida of liquefied petroleum gas last year totaled 11,402,000 gallons.

These sales were up 21% over 1953 and jumped 87% above the 1950 figure. The comparable national figures were 4% and 47%.

Since between 80 and 90% of this gas is used annually in homes, its increased use marks a greater home building activity, as well as an advance of the industry, the Florida State Chamber of Commerce stated.

Of the 1954 sales the four principal consumer types were domestic and commercial establishments, with a total of 90,712,000 gal. gas manufacturing plants with 13,683,000 gal. and other manufacturing plants with a total of 4,265,000 gal.

## Cylinder Filling Plant Opened in Canada

The Island Propane Gas Limited has announced the opening of their new cylinder filling plant located at New Annan, Charlottetown, Prince Edward Island, Canada.

According to the company the plant is one of the most modern in Eastern Canada, and is equipped with the latest in modern and safety equipment. The storage tanks is 67 ft long, weighs 42 ton and has a capacity of 30,000 gal.

## GAMA Appoints Davis Vice Chairman, Gas Ranges

Wendell C. Davis, president of Cribben & Sexton, has been appointed vice chairman of the domestic gas range division of the Gas Appliance Manufacturers Association by the division executive committee. He will fill the unexpired term of Fred A. Kaiser who recently resigned.

Davis had been serving as chairman of the division's nominating committee. A replacement for him in this position will be named at a later date by the chairman of the range division.

Kaiser was president of the De-

BUTANE-PROPANE News

# *For long, dependable service..*

## **Charlotte D-Hydrated BUTANE & PROPANE Systems**

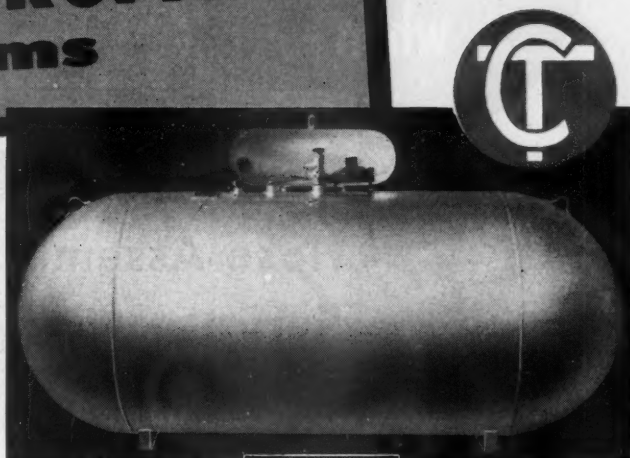
Charlotte D-Hydrated Butane and Propane Systems mean more money for you because they last longer and require less maintenance!

All tanks are Underwriters' approved and are built to the exacting specifications of the ASME Codes. Charlotte systems have close-fitting, easily operated hinged metal hoods for quick servicing and positive protection of accessories.

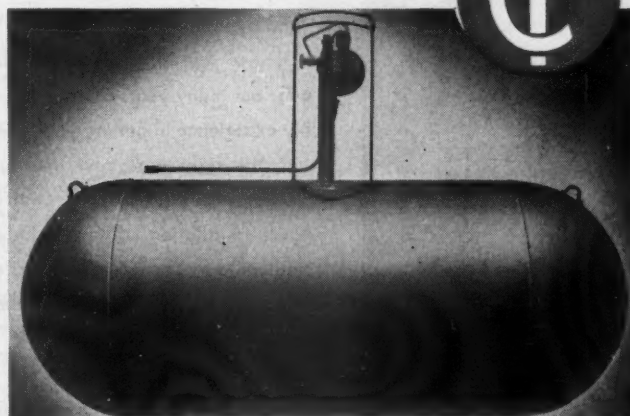
Above ground tanks are equipped with steel feet. Concrete saddles are available if desired.

Charlotte D-Hydrated Systems come complete with all necessary valves and fittings and regulator. Available in a wide range of capacities.

Buy highest quality Charlotte systems for long, dependable service with minimum maintenance!



**NEW!**  
MODERN  
STREAMLINED  
DOME



### **GUARANTEED**

to be dry tanks. Charlotte D-Hydrated Propane and Butane Systems provide maximum safety and easy servicing.

### **CERTIFIED**

to be constructed according to ASME specifications. Charlotte D-Hydrated Systems are fully approved by Underwriters' Laboratories.

*Write for full details and prices on Charlotte D-Hydrated LP Gas Systems, Engineered Truck Tanks, ASME Cylinders, Anhydrous Ammonia Tanks.*

## **CHARLOTTE TANK CORPORATION**

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Why tolerate  
Hose Trouble  
when -



## ANCHOR Hose Assemblies Serve and Serve!

### Who said so?

Our customers—those who have reason to KNOW. Right here is where you can begin to profit by forming your own opinion based on first-hand experience. First, however, let us know your problem so we can offer our many years of hose assembly experience in getting you rolling with the right hose and the right couplings for your purpose. Send us your installation data, including medium to be carried, temperatures, pressures and general specifications.

Write for our  
catalog  
describing all  
standard Anchor Assemblies.



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Branch Offices: Dallas, Tex.; Plymouth, Mich.

troit-Michigan Stove Co. before its recent merger with the Welbilt Corp. He stayed on with the newly formed organization as general manager of the Detroit division but has resigned to become vice president and sales manager of Michigan Consolidated Gas Co.

### National Council Fall Ads Will Employ Cartoon Style

The National Council for LP-Gas Promotion's cartoon-style, "Did You Know" ads for fall will feature automatic ranges, clothes dryers and water heaters. Advantages of heating, incineration and a group of farm uses such as stock tank heating, tractors and irrigation will also be spot-lighted in advertising directed at the LPG markets.

The fourth-quarter merchandising kit has a "Kitchen of Tomorrow" theme to help sell features of L.P. gas appliances.

### Four Pyrofax Distributors Win Trips to Mexico City

Four Pyrofax gas distributors and their wives learned today that they had won five-day, all-expense trips to Mexico City. Forty-seven other distributors—46 in the U. S. and one in Canada—won two-day, all-expense trips to a World Series game this fall.

The 51 won by signing up more new customers between February 1 and July 31 than in the same period last year for bottled gas. So that all of Pyrofax Gas Corp.'s distributors would have a fairer chance to win in the "Drive for Five" sales contest, they competed in four classes, depending on size. There was one Mexico City trip and ten trips to the World Series won in each class, plus five trips to the series for new distributors added since February 1 and the one Canadian winner. In addition, an extra trip to the series was awarded in one instance because of a tie.

Going to Mexico City are Robert E. Mattull, Pinellas Gas Service, St. Petersburg, Fla., and Mrs. Mattull; Franklin H. Costenbader, Costenbader's Gas Service, Schuylkill Haven, Pa., and Mrs. Costenbader; H. C. Snyder, P. E. Snyder & Son Inc., Blanchester, Ohio, and Mrs. Snyder; and Felix V. Dodd, Emporia Gas Co., Emporia, Va., and Mrs. Dodd.

Those winning World Series trips were: Joseph E. Koran and Charlotte B. Hess, Costenbader's Sales & Service, Palmerton, Pa.; J. H. Clendinen, Brevard Gas Co., Cocoa, Fla.; John M. Duane Jr., South Florida Gas Co. Inc., Delray Beach; Luther O. Leav-



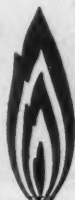
**Quit worrying! Puregas is delivered  
on time even in rush seasons!**



## **Here's why:**

1. Pure Oil produces its own LP-Gas. You get it direct.
2. Pure owns its own fleet of tank cars. They travel anywhere in any weather.
3. Pure can also ship by transport truck.
4. Pure added 3 new sources of supply for Puregas in the last year. Makes alternate sources available for rush seasons.
5. Pure's huge underground storage facilities now contain millions of gallons of Puregas ready for immediate shipment.

Contact your nearest Pure Oil Puregas office now and arrange to have an assured source of supply all next winter.



# **Puregas**

The Pure Oil Company, 35 East Wacker Drive,  
Chicago 1, Illinois • Tampa, Florida, Box 1630 •  
Lubbock, Texas, 4205B 36th Street • Houston,  
Texas, Box 239 • Worland, Wyoming, Box 38 •  
Minneapolis, Minnesota, 1306 South First Street  
• Denver, Colorado, 514 Farmers Union Life In-  
surance Building.

**Be sure with Pure**





Ground has been broken for two new one-story buildings which will house extensive research and laboratory operations for Crane Packing Co. as well as the office and cafeteria. The culmination of a three-year program, these buildings covering 46,00 sq ft in area are in addition to 126,000 sq ft one-story factory building, already in operation.

**SQS**

**SERVICE • QUALITY • SATISFACTION**



**TWIN BARREL**



**SINGLE BARREL**



**TRANSPORT**

**Send Us Your Specifications and We Will Submit Quotations.**

### **GET READY NOW for Fall and Winter Business!**

A complete line of Twin and Single Barrel Propane Truck Tanks and Transports. Stock models, or custom built, in any capacity. Electric welding, and fabricated from light weight steel. Meet all State requirements. Transports are built so load can easily be shifted for different type tractors. Every unit pre-tested.

### **LIBERAL TERMS**

## **The Pasley Mfg. & Dist. Co.**

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ins, Bay Gas & Appliance Co., St. Andrew, Fla.; J. H. Adams, Ideal Gas Service, Wooster, Ohio; H. H. Donahue, Jax Bottled Gas Co., Jacksonville, Fla.; Mr. and Mrs. Raymond A. Cassett, Tidewater Gas Co., Virginia Beach, Va.; R. C. Williamson, Natural Gas Co. of Virginia, Inc., Richmond; K. R. Miller, Martinsburg, Pa.; R. M. Boyer, Willis Bottle Gas Co. Inc., Terre Haute, Ind.; W. W. Sutton, Sutton's Gas & Appliance Co., Goldsboro, N. C.

R. A. Schneider, Tri-County Gas Co. Inc., Salisbury, Md., Laurence H. Goodwin and Arthur A. Goodwin, Goodwin Bros. Gas Co., Orchard Beach, Baltimore, Md., N. C. Nickerson, Cape Cod Natural Gas Co. Inc., West Barnstable, Mass.; Ralph G. Moses, Tioga County Gas & Appliance Co., Owego, N. Y.; R. C. Jett, Farmers Supply Co. Inc., Lexington, Ky.; Meredith H. Silling, Country Gas Co. of Virginia, Staunton; W. C. Copeland Jr., Capital Bottled Gas Co., Tallahassee, Fla.; M. R. Walker, Walker Sales & Service, Danville, Ill.; A. K. Hall, Hall's Bottled Gas Service, Valdosta, Ga.; Joseph C. Lorson, Lorson Gas & Appliance Co., Williamsport, Pa.;

Frank E. Bonner, Frank Bonner's Sales & Service, Pontiac, Mich.; Albert S. Priestley, Suburban Gas Co. of Delaware, Newark; R. E. Troxler, Country Gas Service Co., High Point, N. C.; Louis A. Wheatling and Donald Wheatling, Home Gas Service, Toledo, Ohio; Milton L. Dail, Carteret Gas Co. Inc., Morehead City, N. C.; Wilson Rademaker, McGarvey-Gifford Co., Pekin, Ill.; L. E. Tiegerot, Gate City Produce, Keokuk, Iowa; Mr. and Mrs. Howard C. Foster, Rhode Island Natural Gas Co., Apponaug, Warwick; J. L. Jeffries, J. & J. Appliance Co., Fredericksburg, Va.; H. L. Hoch, Rural Gas Equipment, Fremont, Ohio;

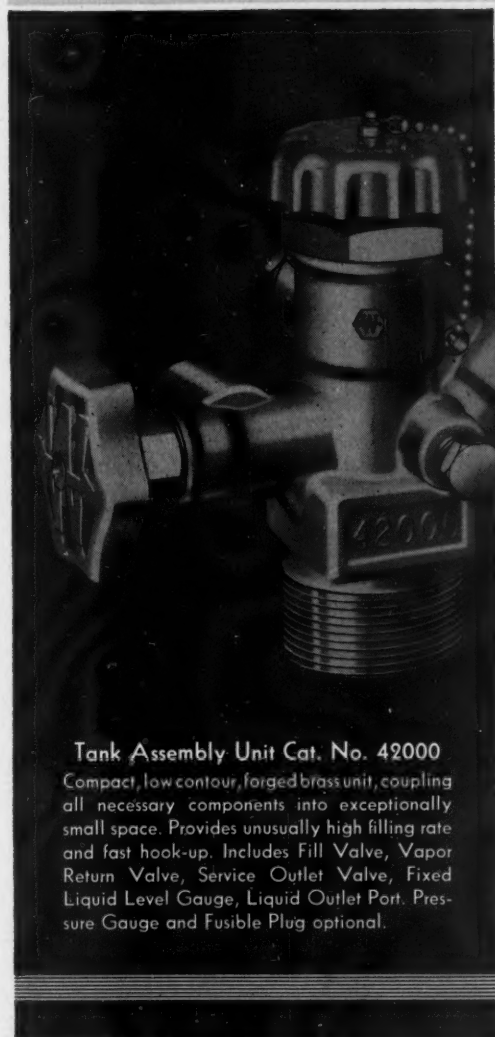
William W. Boynton, W. W. Boynton Co., Litchfield, Conn.; Robert Blank, Premium Gas Service Inc., Liberty, N. Y.; J. F. Cort, Maine Coal Sales Co., Bangor; C. R. Selkirk, Selkirk Hardware Inc., Cobleskill, N. Y.; Willard M. Coulter, Grandville, Mich.; Robert M. Boyer, Midwest Gas & Appliance Co. Inc., Indianapolis, Ind.; J. Coe Gibbs and Herbert H. Gibbs, J. Coe Gibbs & Son, Livonia, N. Y.; Ray O. Lankford and Bessie L. Lankford, Ken-Ray Electric, Abingdon, Ill.; George W. Palmer, Palmer's, Springfield, Ohio; Robert R. Harvey, Valley Gas Service, Punxsutawney, Pa.;

New distributor winners were Ellis E. Bayliss Jr., and Carlton E. Patterson, Shenandoah Bottled Gas Co., Winchester, Va., Joseph Asnault,



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**Tank Assembly Unit Cat. No. 42000**

Compact, low contour, forged brass unit, coupling all necessary components into exceptionally small space. Provides unusually high filling rate and fast hook-up. Includes Fill Valve, Vapor Return Valve, Service Outlet Valve, Fixed Liquid Level Gauge, Liquid Outlet Port. Pressure Gauge and Fusible Plug optional.

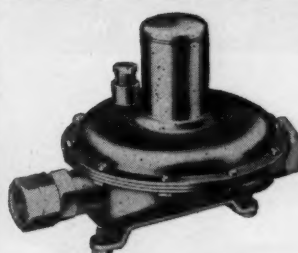
**Internal Relief Valve**

**Cat. No. 22018**

Complete and positive action vapor relief valve with extremely low profile (rises only 1 1/4" inches in the 1 1/2" pipe size). Made with finest workmanship and materials for better performance than any other make.



high-pressure Cat. No. 32001



low-pressure Cat. No. 815

**Regulators**

These 5" low and high pressure regulators are typical examples of "proved performance." Weatherhead low-pressure regulator (No. 815) for tank systems, has delivery capacity up to 200 cfh propane. High-pressure unit (No. 32001) handles up to 1200 cfh propane... the industry's finest for distributing constant pressure to a series of second-stage regulators in farm, motel, or industrial heating installations.

If you want the **best** in control equipment for tanks, you'll join the "swing" to Weatherhead. The reason is simple—Weatherhead gives you more selling and operating advantages than any other make. The field-proved engineering and precision manufacture of all Weatherhead equipment insure complete dependability and valuable customer satisfaction.

For further data on Weatherhead equipment, write to The Weatherhead Company—300 East 131 Street, Cleveland 8, Ohio. Warehouses in Atlanta, Georgia and Memphis, Tennessee. In Canada, The Weatherhead Company of Canada, Ltd.—St. Thomas, Ontario.



**WEATHERHEAD**

... is showing the way

Westbrook Appliance Co., Westbrook, Maine; Thomas M. Wells, Wells Furnace & Appliance Co., E. St. Louis, Ill.; Ben W. Wright Sr., Palm Beach, Fla.; and Lawrence Yetter, Yetter's Bottled Gas Service, Newton, N. J.

The Canadian winner was Augustin Hubert, J. O. Hubert Stores Ltd., Maniwaki, Quebec.

The contest, according to Pyrofax Gas Corp., has resulted in 33% more new Pyrofax gas customers throughout the country than during the same period last year.

## Canadian Propane Plans a \$500,000 Expansion

Canadian Propane (Sask.) Ltd., plans an immediate expansion program involving the expenditure of \$500,000. In the next three months it will establish branches at Melfort, Assiniboia, Swift Current and Kindersley.

Installations at these branches will include bulk storage tanks and complete distribution facilities for liquid petroleum gas and modern appliance showrooms.

Longer-range plans involve the establishment of a further six branches in the province.

The parent company, Canadian Hydrocarbons Ltd., Winnipeg, is currently considering the possibility of building a products pipeline from Alberta into Manitoba. This would carry liquid petroleum gas and possibly other refined petroleum products.

## Recent Copper Rise Makes LPG Equipment Higher

A recent increase in the price of copper plus similar increases in the price of aluminum and other metal commodities made it necessary for Bastian-Blessing Manufacturing Co. to effect a 5% price increase applicable to their general line of L.P. gas equipment.

The increase will not apply to globe and angle valves and excess-flow valves according to the company.

## Reo, Petrolane Collaborate To Serve LPG Industry

Reo Motors Ins. has announced the conclusion of an arrangement with Petrolane Gas Service Inc. of Long Beach, Calif., whereby they will distribute LPG powered trucks to the LPG servicing industry in California and Nevada.

Reo and the officials of Petrolane feel this will accomplish the two-fold purpose of adding to the general expansion of the LPG industry and putting Reo into the position of better serving customers who require trucks powered with six and eight cylinder LPG engines.

## Engineers Confirm LPG's Superiority in Atomic Blast

Earlier published reports (BUTANE-PROPANE News, June, pages 29-32) of an unofficial nature, which gave LPG a high rating for its ability to withstand the blast of an atomic bomb, were strongly substantiated in the recent "official" report of LPGA on "Operation Cue."

The test conducted by the Federal Civil Defense Administration near Las Vegas Nev., last spring, tended to prove that atomic attack will not interfere with LPG service if the building the system serves has not been demolished.

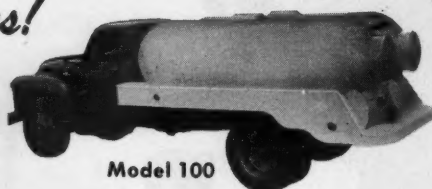
The L.P. gas industry engineers pointed out that a few common-sense precautions would, if followed by consumers and marketers, insure that gas service would be available

## World's Finest Propane Delivery Units at Lower Prices!

Your Choice of 5 Models

Twin or single

600 to 2200 WG.



Model 100

**\$3,647.00**

Twin propane unit (pictured above) is priced complete, ready to use, mounted on a brand new 1956 Chevrolet chassis, PTO, shaft, Viking mechanical seal pump, 50' 3/4" filler hose, lights, painted shiny aluminum over red oxide, piped complete and includes Federal tax.



Model 300

**HUNDREDS OF OUR UNITS ARE NOW IN SERVICE THROUGHOUT THE WORLD**



Model 200

**IMMEDIATE DELIVERY** on any Models (several sizes available in each Model) mounted and piped **COMPLETE** on chassis furnished by us.

We are authorized truck distributors (International factory LPG equipped, Chevrolet, Ford, GMC, Dodge or Reo.) We can save you up to \$900.00 on new trucks. Each unit is tested and ready to deliver gas when it leaves our shop.

We also **SAVE YOU MONEY** on Tank Installation Trailers—Domestic Systems, 115 to 1,000 W.G., and specially built two-wheel trailers with tank for servicing farm tractors with LPG and anhydrous ammonia.



Model 150

• **EASY TERMS AVAILABLE** — (No red tape such as financial statements, etc., necessary.)

**WRITE, WIRE or PHONE FOR PRICES TODAY WE SAVE YOU MONEY**



**WHITE RIVER DISTRIBUTORS, INC.**

Phone 570

Batesville, Arkansas

**TIME** and  
**TIME** again

# EMPIRE

*Designers find a better way*

*quality*

*style*

*service*

*economy*

***SELL THE MOST!***

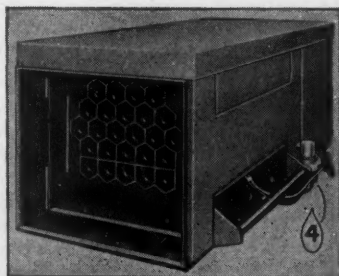
***SELL THE LEADER!***

**FOR THE SMALL SPACE**

*Less than 20" HIGH.*

**EMPIRE**

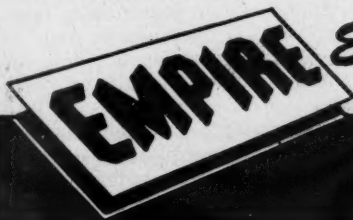
HORIZONTAL WINTER AIR CONDITIONERS ARE PARTICULARLY ADAPTABLE WHERE SPACE IS AT A PREMIUM.



- 1 HANDSOME CASING
- 2 COMPLETELY FACTORY ASSEMBLED AND WIRED
- 3 QUIET BLOWER
- 4 AUTOMATIC CONTROLS
- 5 LIFE-LONG HEAT EXCHANGER



- 6 PRECISION MANUFACTURED BURNERS
- 7 STURDY MOUNTINGS



*Empire a great name in Gas Appliances*

See your distributor or write direct to EMPIRE today.

**STOVE COMPANY**

BELLEVILLE, ILLINOIS



after an attack that did not destroy the home or building the gas equipment served.

Summarizing the effect of a 35,000-ton A-bomb on typical home and bulk storage installations the engineers said:

1. As the vital parts of the L.P. gas bulk distribution plant withstood the test conditions, it is reasonable to assume that in a target area receiving nuclear effects under a bombing attack a large percentage of such plants would be available as a source of L.P. gas supply.

2. It is highly probable that the L.P. gas installations serving homes and factories which survive the blast will be intact and operable and that equipment will need no more than minor repairs.

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These conclusions represent a detailed on-the-spot study of a completely equipped 18,000-gal. bulk

plant and of 12 cylinder and tank installations erected at typical houses built for the Operation Cue test. Some of this equipment was as close as 1800 ft from the blast center. The furthest was two miles away. In no case was there a fire or serious gas leakage though a brick house collapsed on one set of cylinders and another cylinder was blown 1900 ft from its pre-blast position.

Summing up the lessons taught by Operation Cue—the first exposure of L.P. gas equipment to the fury of atomic explosion—the engineers advised gas users to turn off all their appliances and to close all tank supply and cylinder valves as soon as the "alert" is sounded.

More detailed suggestions were prepared for gas handlers. Bulk plant people were advised to close all storage tank valves and particularly the bottom liquid valve, in the event of an alert. All relatively flammable material or trash should be kept away from storage tanks. Cylinders should be capped except when being refilled. Above-ground piping should not be run alongside of a building since a blast might carry away the lines if the building is wrecked. A reasonable stock of copper tubing should be maintained, partly at the plant and the rest of it out in the area served. In this way repairs can be made at once.

To cylinder handlers the engineers' report suggested that the bottles be kept capped except when connected to a consumer installation during refilling.

Within minutes after the blast observers found that L.P. gas containers were ready for service despite minor damage to accessory equipment. Longer study of each item in the 13 installations prepared by LPGA members confirmed the fact that there was no serious gas loss, no fire or radiation damage. Even tanks and cylinders blown from their moorings were gas tight and could have been used to meet emergency fuel needs.

Engineers reason that gas stored inside a bombed area would, short of a direct hit or near miss, be adequate to meet the disaster-stricken people's fuel needs for a considerable time. Furthermore, as long as the transportation system continues to function, fresh L.P. gas supplies could be brought into those areas where the radioactivity level permits people to enter.

In previous civil defense studies LPGA had mapped locations of bulk tanks adjacent to likely target areas. In every instance storage and supply facilities were found to be so located

## 2 NEW FASTER MONEY SAVING



20 and 30 G.P.M.  
sizes at 1750 R.P.M.

## VIKING FUELING UNITS

**Y**OU now can have faster bottle filling . . . bus, truck and taxi fueling . . . and small bulk plant transfer pumping with the two new Viking models HJ196 and HL196 units. Both are complete with direct connected 1750 R.P.M. explosion proof motor with built in switch and voltage changer.

Similar in all respects to the smaller GG196, 10 G.P.M. Viking fueling units that have proved so dependable, these two larger pumps also feature non-lubricated idler bearing; pump shaft supported by casing ball bearing and radial thrust ball bearing; vapor pressure safety relief valve on inlet port; safety bypass valve on pump head; O-ring head gasket for non-leak operation; and simple, dry-liquid type mechanical seal.

For Complete Information, Send Today for  
Catalog Section Hb, Pages 11 and 12.

See our  
Catalog  
in the



### VIKING PUMP COMPANY

Cedar Falls, Iowa, U.S.A. In Canada, it's "ROTO-KING" Pumps

# There's more to come...

after she's seen  
your Norman  
Sketchbook!

*Don't hold  
out on your  
heating prospects!*

**Sell the complete Norman line along with the  
Norman Southerner for every home heating installation**

Easy does it! Not everybody is a prospect for gas heating with the Norman Southerner horizontal forced-air gas furnace.

There are still plenty of home owners who'd give the shirt off their back to enjoy the comforts of clean, low-cost gas heat with a Norman Gas Conversion Burner. Not that you won't be able to 'up-grade' to a complete Norman Southerner forced-air heating system later on. In fact, you'll have an easier job installing the Norman Southerner after you've proved the dependability of gas heating with the Norman Gas Conversion Burner. Then you'll find the Norman Sketchbook comes in handy to help close the sale!

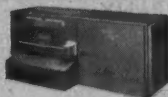
Some prospects, on the other hand, may already be in the market for summer cooling. If they want year 'round comfort in ONE COMPACT PACKAGE, you'll be able to demonstrate the space-saving advantage of the Norman Winter-Summer Air Conditioner... right from the Norman Sketchbook. A complete set of drawings in the Norman Sketchbook show how Norman summer cooling can also be installed with most any central heating system.

If you're not already selling the complete line of Norman Quality Heating Equipment, use your new Norman advertising promotion package to get started. Along the way, you'll find many uses for the Norman Sketchbook to demonstrate the advantages of the Norman Southerner in every home heating installation. You can get your copy of the Norman Sketchbook in its own separate promotion package today!

#### **New local advertising package**



Another big promotion for Norman heating dealers. A complete package of advertising and sales promotion material...including local newspaper advertising mats. Send for your free copy today!



**The Norman Southerner**  
Horizontal Forced-Air Gas Furnace



**Norman PRODUCTS COMPANY**  
1150 Chesapeake Avenue Columbus 12, Ohio  
Manufacturers of a Complete line of Gas  
Heating and Air Conditioning Equipment.

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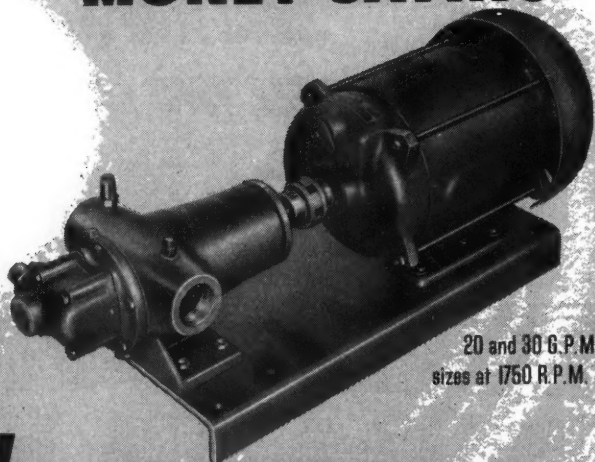
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For Complete Information, Send Today for  
Catalog Section Hb, Pages 11 and 12.

See our  
Catalog  
in the



### VIKING PUMP COMPANY

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# There's more to come...

after she's seen  
your Norman  
Sketchbook!

*Don't hold  
out on your  
heating prospects!*

*Sell the complete Norman line along with the  
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Easy does it! Not everybody is a prospect for gas heating with the Norman Southerner horizontal forced-air gas furnace.

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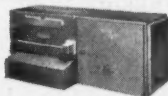
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1150 Chesapeake Avenue Columbus 12, Ohio

Manufacturers of a Complete Line of Gas  
Heating and Air Conditioning Equipment.

on the fringe of target areas and so widely dispersed that supplies would be available under most any set of attack conditions.

Even a power failure need not disrupt L.P. gas service. Tank trucks equipped with pumps could draw on any tank left intact and distribute the supply to any point the truck could reach. This highly flexible feature of L.P. gas was what suggested its use as an emergency fuel to civil defense authorities charged with planning for emergency mass feeding.

As part of Operation Cue crews of

L.P. gas men and representatives of the food service industries moved cylinders of gas into the test area, converted ordinary city gas stoves to L.P. gas and served several hundred hot meals virtually as soon after the blast as water for coffee could be boiled.

### Moellenbrock & Wilke Changes Location

Moellenbrock & Wilke Inc., of Washington, Mo., manufacturer of hand trucks, has opened an eastern

warehouse and office at 346 East Walnut Lane, Philadelphia, Pa. This move was made to provide better service and a saving in freight costs to all the Eastern accounts of the firm.

E. O. Bjorenson has been appointed as Eastern sales manager. He is familiar with materials handling problems and was instrumental in designing several trucks used in the LPG industry.

### Pyrofax Opens New Cylinder Filling Plant

Pyrofax Gas Corp., a unit of Union Carbide & Carbon Corp., has just opened a new bottled gas cylinder filling plant in Conklin, N. Y.

The new plant is the fifty-ninth in a chain of filling plants extending throughout the eastern half of the country and the seventh to be opened in New York State.

H. T. Kellet is superintendent of the new plant. He was formerly at the Tamaqua, Pa., filling station.



## Seven reasons why Bulk Plant Operators choose storage tanks by Downingtown

1. Extra strength to resist the ravages of time—extra durability to keep your maintenance costs low year after year.
2. Extra-strong welds—X-ray controlled for soundness and uniformity.
3. Extra-smooth welds for a neater appearing installation at your plant.
4. Designed and tested to meet all requirements of ASME, API and NBFU.

5. Furnished with smooth-working first-quality valves and fittings when ordered.
6. Foundation drawings supplied with tanks.
7. Capacities from 4,000 to 30,000 gallons (W.C.).

Write for detailed specifications on safe, low-cost Downingtown storage tanks for LP-gas or anhydrous ammonia.



### Downingtown Iron Works, Inc.

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New York Office: 52 Vanderbilt Ave., Room 2099, New York 17, N. Y.

Sales Offices: 1487 S. 66th St., Milwaukee 14  
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936 W. Peachtree St., N.W., Room 112, Atlanta 3  
208 S. LaSalle St., Room 750, Chicago 4  
552 Roosevelt Bldg., Los Angeles 17  
4550 W. Main St., Room 204, Kansas City 6, Mo.  
138 Wallace Ave., Downingtown, Pa.

Division of **PRESSED STEEL TANK COMPANY**

Milwaukee 14, Wisconsin • Manufacturer of Hackney Products

**LP-GAS CONTAINERS FROM ONE POUND TO 30,000 GALLONS**

## News Notes

*Eastern Gas Corp.*, commercial gas, Box 29, Monticello, N. Y., has been granted charter of incorporation listing capital stock of 100 shares no par value. Directors: Jeannette P. Green, Hurleyville, N. Y.; Leon Lauferswiler and Kane Unick, Monticello, N. Y. Filer of papers: Morris M. Oppenheim, Monticello, N. Y.

*Charter of incorporation* has been granted *Curtis Butane Gas Co. Inc.*, Selmer, Tenn., listing capital stock of 1000 shares at \$100 each.

*Charter of incorporation* has been granted *Jackson Tank Co. Inc.*, Jackson, Miss., distributor of liquefied petroleum, listing capital stock of \$100,000.

*Harrison Gas & Appliance Co.*, Fayette, Miss., has been granted charter of incorporation listing capital stock of \$15,000.

A new member of Gas Appliance Manufacturers Association is the Trageser Copper Works Inc., of Maspeth, Long Island, N. Y. This brings the total membership of the water heater division to 49.

# Here are the features ★ your next delivery unit should have..

## AND ONLY **AMERICAN** GIVES THEM TO YOU

### A Custom Unit at Lowest Cost



New super-safe plumbing system increases pumping capacity . . . makes delivery faster . . . saves time and money.



Tanks are locked to truck. Positively won't slip forward . . . a great driver-protection feature in case of accident.



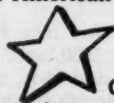
Best balanced units on the road. American delivery units save wear and tear on trucks, give greater safety.



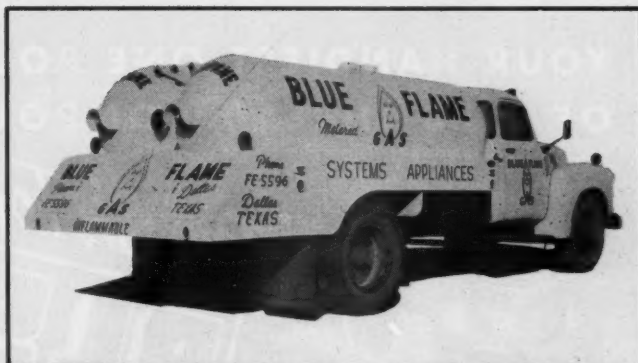
Motor fuel tank and meter mounted in rear . . . can't be side-swiped or sheared off . . . another American safety feature.



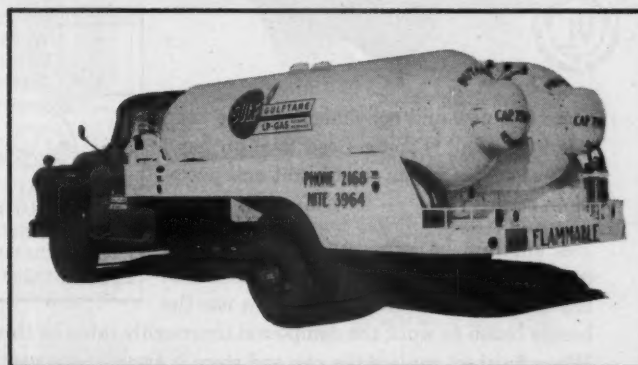
Quick changeover . . . when your long lasting American tanks are ready for a new truck, they can be changed over in just a few minutes . . . another American plus.



Good Looks . . . American delivery units are streamlined and good-looking . . . give you the extra safety you need with the smart appearance you want.



**Deluxe Model N17.** A completely enclosed, compact unit designed with all controls, motor fuel tank, meter, hose reel, power take-off and clutch controls in rear cabinet. Particularly desirable for dealers in northern areas . . . keeps all controls and equipment clean, fully protected from snow, ice or rain.



**Deluxe Model B21.** Fuel tank and fire extinguisher located in rear . . . meter and hose on catwalk next to driver. Also available with fuel tank, clutch, power take-off and hose reel in rear.

**FINANCING AVAILABLE — Write for Information**

**HEADQUARTERS FOR THE LP GAS DEALER**  
1 order • 1 shipment • 1 invoice

Telephone STerling 4916



## American Tank

AND MANUFACTURING COMPANY INC.

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Highway 80 East, Phone 3-8726

P. O. Box 1555  
North Miami, Fla.

Littlefield, Texas  
306 N. Ripley  
P. O. Box 689, Phone 228 MX



# The Trade

News of personnel of manufacturers, contractors, and suppliers to the LPG industry.

## Robertshaw-Fulton Gets Two New Sales Engineers

Robertshaw-Fulton Controls Co. has announced the appointment of two new sales engineers in its heating appliance controls division. They are Milton G. Nicholas, Dallas, Texas, and John R. Guenther, Chicago.

Mr. Nicholas will represent the heating appliance controls division in Texas, Oklahoma, Arkansas and Louisiana.

A native of Texas, Mr. Nicholas was regional manager with the Maytag Co. prior to joining Robertshaw-Fulton.

Mr. Guenther will represent the

heating appliance controls division in the Mid-West area.

Mr. Guenther was formerly with the sales and service department of the Surburban Gas Co., Barstow, Calif.

**YOUR HANDIEST ONE POUND OF PIPE THREAD COMPOUND**

*Brush Top*  
**PLS**

Here is a new and convenient way to keep "John Crane" \*Plastic Lead Seal on hand for water, steam, gas, refrigerant and petroleum service.

Just unscrew the permanent type applicator top, scrape the flat shank along the rim of the can to remove any excess, then use the handy brush to work the compound thoroughly into the threads. When finished, replace the cap and store it away in one neat can. There's no fuss, no cleaning, no mess...and no waste—since the can-length applicator wipes the bottom clean of contents.

PLS seals permanently, yet never hardens, permitting connections to be easily broken after years of service. PLS withstands pressures to 6000 psi., temperatures to 500°F... is approved by Underwriters' and Butane-Propane Institute of Louisiana.

Send for a trial sample today. Crane Packing Co., 1838 Cuyler Ave., Chicago 13, Ill. In Canada: Crane Packing Co., Ltd., 617 Parkdale Ave., N., Hamilton, Ont.

**JOHN CRANE CRANE PACKING COMPANY**  
OFFICES IN ALL PRINCIPAL CITIES



James A. Barr Jr.



James A. Barr Sr.

## J. A. Barr Jr. Replaces Retired Father at Pressed Steel Tank

J. A. Barr, district manager of the Los Angeles sales office of Pressed Steel Tank Co., is retiring after more than 25 years with the company. The announcement was made at the company's home office in Milwaukee this week by Norman A. Evans, vice president in charge of sales. At the same time, Mr. Evans said that J. A. Barr Jr., has been appointed to succeed his father as Los Angeles district manager.

The elder Barr attended the College of Commerce of the University of California at Berkeley, after which he joined an oil well supply company. He remained with this company for over 20 years, achieving the title of manager of stores, and having charge of 13 stores throughout the California oil fields.

Mr. Barr Sr. came into Pressed Steel Tank Co. in 1930, and, except for the year 1942 and 1943, he represented the company throughout the eight western states and in the bordering towns in Mexico and Canada. During the war years he was in Milwaukee in charge of materials and supplies at Pressed Steel Tank Co.'s bombshell plant.

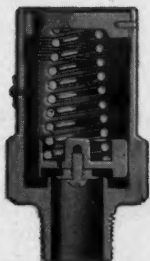
For more than 25 years, he participated in the rapidly growing L.P. gas industry, and observed its expansion from the start to its present wide scope.

Mr. Barr Sr. is a member of the Order of Ancient Gassers and the Petroleum Production Pioneers.

J. A. Barr Jr. was employed in the oil well supply business before World

# FISHER®

## LP-GAS EQUIPMENT for CYLINDERS and TANKS



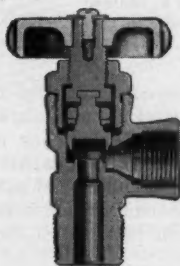
**Type H185 EXTERNAL SAFETY RELIEF VALVE.** Flow capacity: 2210 cfm air. Set pressure: 250 psi. For Type 200 containers.



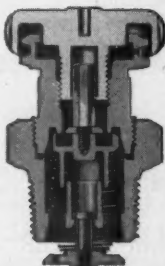
**Type H235 INTERNAL SAFETY RELIEF VALVE.** Flow capacity: 2490 cfm air. Set pressure: 250 psi. For Type 200 containers.



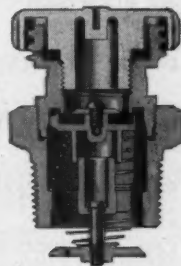
**Type H260 INTERNAL SAFETY RELIEF VALVE.** Flow capacity: 4450 cfm air. Set pressure: 250 psi. For Type 200 containers.



**Type C100 SERVICE LINE SHUTOFF VALVE.** Available in all standard model variations.



**Type E-100 VAPOR RETURN VALVE.** Flow Ratings — Butane: 25 psi Inlet — 1910 cfh. Propane: 100 psi — 3695 cfh.



**Type D126 FILLER VALVE.** Provision for liquid withdrawal is incorporated.



**Type J411 FIXED LIQUID LEVEL GAUGE.** Also available without instruction dial — available as liquid level vent valve.



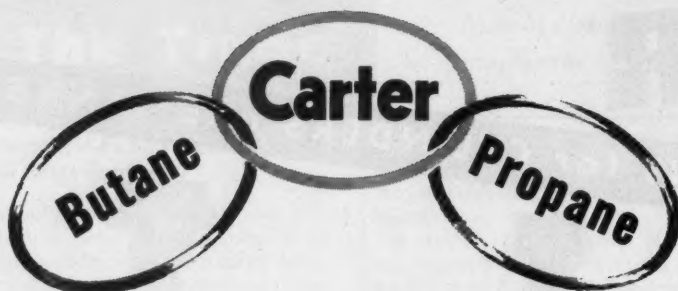
**Type B101 CYLINDER VALVE with INTEGRAL SAFETY RELIEF VALVE.** Suitable for use in 200 lb. ICC cylinders.

# FISHER®

Use and specify Fisher tank valves and regulators. They are the finest you can buy. They give you improved performance and customer satisfaction.

**FISHER GOVERNOR COMPANY • Marshalltown, Iowa**  
 Eastern Office — 212 New Dickson Bldg., Westport, Conn.  
 LEADS THE INDUSTRY IN RESEARCH FOR BETTER GAS PRESSURE CONTROL

**FISHER**  
*Our 75<sup>th</sup>*  
 ANNIVERSARY



## it's natural to link LPG with Carter

In the LPG industry, CARTER and unexcelled products are naturally associated. And there's a simple reason for it: CARTER'S LPG products are unexcelled . . . the result of more than twenty years' experience in the manufacture of highest quality butane and propane. This experience — gained by men interested in only the best — is yours when you buy LPG from CARTER.

**THE CARTER OIL COMPANY**  
**TULSA, OKLAHOMA**

**Keep Up with L. P. gas  
Developments Each Month**

**BUTANE-PROPANE**  
*News*

by subscribing to

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See Page 2 for Foreign Rates

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War II. Later he held the positions of district sales manager for a brewing company and public relations director for an architectural firm.

In representing Pressed Steel Tank Co. throughout California and other western states Barr will supply Hackney cylinders, systems and motor vehicle fuel tanks for the L.P. gas industry; compressed gas cylinders and returnable drums and barrels for the chemical, petroleum and other process industries; and compressed air receivers; and deep-drawn shapes and shells for original equipment manufacturers.

### Weatherhead Adds Thomas E. Malan to Its Sales Staff



**Thomas E. Malan**

Thomas E. Malan has been added to the sales staff of the Weatherhead Co., according to an announcement by T. V. Scott, sales manager, LP-Gas Equipment Division. He will cover Nebraska,

Kansas, Missouri and northern Illinois.

Having a background of five years with two L.P. gas marketing concerns, Mr. Malan has a thorough knowledge of equipment needs and is in a position to be of valuable service to distributors in his territory. He makes his home in St. Louis.

### Norge Appoints Krause Manager Budget Operations

Appointment of Adolph M. Krause as manager of budget operations of Norge Division Borg-Warner Corp. was announced recently in Chicago.

Krause formerly was secretary-treasurer of Thor Corp., Chicago, with whom he worked for 13 years. For 12 years prior to that he was associated with Chicago investment and brokerage firms.

### Group Promotions Announced by Servel

Curvin J. Trone Jr., a young executive from Baton Rouge, La., with a background in management engineering and analysis, has been appointed special assistant to the vice president and general manager of the home appliance division at Servel Inc.

Before joining Servel, Mr. Trone

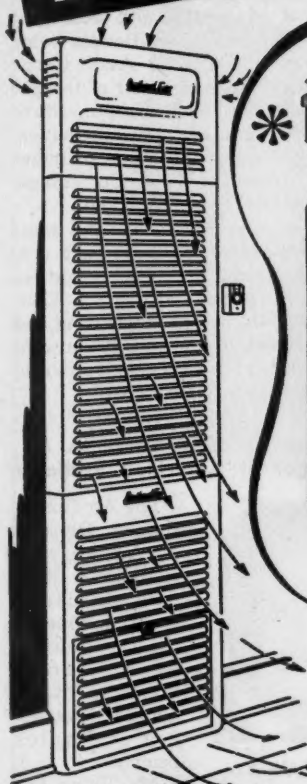
**BUTANE-PROPANE News**



# NOW

# ADD *forced-air* HEATING

... WHEN AND WHERE NEEDED



FOR HOME, OFFICE,  
MOTEL, STORE, SHOP,  
LODGE, APARTMENT,  
CHURCH, SCHOOL,  
GRILL, TAVERN OR  
HOUSING PROJECT.

## SEPARATE HEAT CONTROL IN EVERY ROOM



NOW you can have real Packaged Heat... the '55 BRILLIANT FIRE with individual room control. Basic Units (single or dual-room models) come all ready to slip into wall, complete with built-in Safety Pilot and Draft Diverter. Packaged Forced-Air and Auto Control units add easily on job, minimize inventory. BRILLIANT FIRE is the Wall Furnace offering super-insulated Wall Box that telescopes to exact wall thickness. Has castiron Combustion Header, gas-tight Exchanger and high-efficiency, non-clog Burner (quiet on any gas). Too, it's packed with convenience-security features to simplify operating, regulating, cleaning. Engineered for All Gases, high altitudes. Beautifully finished, durable Beige baked enamel. Sized 17,500 Btu and up.

\* ADD BLO-AIR ANYTIME, OLD OR NEW INSTALLATIONS. MOUNTS SNUGLY ATOP WALL PANEL, SIMPLY AND IN SEPARATE CASING. CHANNELS WARM-AIR STREAM FLOORWARD, SALVAGES FRINGE HEAT. INSURES MORE LIVING ZONE COMFORT MINUS COLD BLASTS DURING WARM UP. POWERED BY 115 V. AC BLOWER, QUIET. SEPARATE SWITCH FOR SUMMER USE.

### ANNOUNCING "RIVIERA" SERIES

New automatic, forced-air Winter Air Conditioner. Heats, circulates, filters, humidifies from floor up. Insulated "Cool Cabinet", gastight. Castiron burner and combustion head. Thermal noise muffled to whisper. Easiest to install. Top profit margin. All gases. 3 sizes. Send for "Low-Cost Luxury Heating" and prices NOW.

FOR ALL GASES

# Brilliant Fire

OUR 109th YEAR

# WALL FURNACE

RECESSED ..... VENTED ..... ENCLOSED



MAIL COUPON today

THE OHIO FOUNDRY & MFG. CO.  
STUEBENVILLE, OHIO  
Send Catalogs (with prices) as checked.

☐ VENTED HEATERS  
☐ UNVENTED HEATERS  
☐ WALL FURNACES

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Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

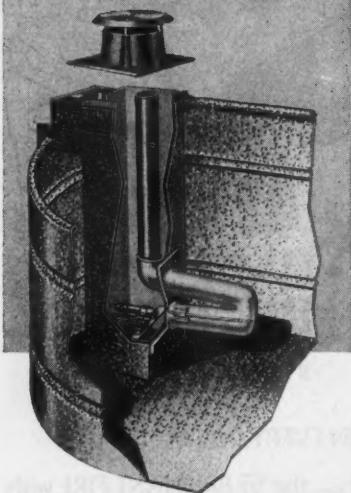
BN-10

THE OHIO FOUNDRY & MANUFACTURING CO. ... STEUBENVILLE, OHIO

OCTOBER, 1955

127

**Reliable...Popular  
Profit-making  
JOHNSON  
WATER  
WARMER**



**Automatic stock tank heater**

Cattle are more profitable when their winter drinking water is raised to a drinkable 48° temperature. So cattlemen and dairymen are looking to Johnson for efficient, economical and worry-free stock tank heating . . . with good reason.

**Simple Installation, Dependable**  
The Johnson Water Warmer is the last word in LP-gas fired stock tank heaters. It maintains automatic 48° water temperature even in coldest weather, and with utmost efficiency and convenience. Installation is simple on any type steel, wood or concrete tank; requires one tool — a wrench. Operation is simple and dependable — guaranteed condensate control — weather-proof. Quick access to controls makes it easy to inspect.

**Enjoy Johnson Profit Features!**  
Sell the Johnson Water Warmer on its many merits. Profit from many sales, and from average LP-gas sales of 600 lbs. per year per heater. Profit from the good will of satisfied customers.

*Write for complete details now!*

**JOHNSON GAS APPLIANCE CO.**

597 E Avenue N.W., Cedar Rapids, Iowa

IF IT BURNS GAS LOOK TO  
SINCE 1901 **JOHNSON**

worked three years for Kaiser Aluminum and Chemical Corp., Oakland, Calif., first as a management analyst on the president's staff and later as supervisor of analysis and planning for the company's new materials division.

From 1950 to 1952 he was with General Petroleum Corp., San Francisco, as administrative assistant to the division manager for northern California.

Servel, Inc., has also announced the establishment of two new appliance sales regions, with headquarters in Kansas City, Mo., and Pittsburgh; Pa., and the promotions of Stanford J. Grimm and Raymond Lubar to regional managerships.

The Kansas City region, under Mr. Grimm, embraces all of Kansas, Nebraska, Colorado, Wyoming and Utah, most of Missouri, Illinois, South Dakota and Idaho, and parts of Montana, Nevada and Oregon.

The Pittsburgh region, under Mr. Lubar, includes western Pennsylvania, all of West Virginia, most of Ohio and parts of Michigan, Indiana, Kentucky and Virginia.

R. J. Arft, of Tecumseh, Mich., has been appointed vice president and assistant to the president of Servel.

Mr. Arft will work with the general management of the company in the control of costs and expenses, and in budgeting for profit, Menzies indicated.

Completion of the organizational structure of the home appliance sales division of Servel was also announced.

Newly named executives are Harry Bowser, of Princeton, N.J., director of sales development; E. A. Nash, of Springfield, Ohio, merchandising manager, and Donald B. Smith, of Cincinnati, Ohio, advertising and sales promotion manager.

Mr. Bowser was formerly director of sales development and field sales manager of L. Bamberger & Co., Newark, N. J.; sales development manager of Sloane-Delaware Corp., Trenton, N. J., a division of Congoleum-Nairn Corp.; director of sales education for Thomas A. Edison Inc., West Orange, N. J., and eastern sales manager of Gregg Publishing Co., New York.

Mr. Nash has been affiliated with the Airtemp division of Chrysler Corp., Dayton, since 1946. He started as manager of sales records, and rose successively to district manager, regional sales manager, sales training manager, and merchandising manager. Previously he was a field investigator for the War Production Board, and a salesman for Standard Brands Inc.

Mr. Smith served for six years as director of advertising, sales promotion and public relations for Lewyt Corp., Brooklyn, vacuum cleaner manufacturers. He has also been director of advertising and sales promotion for the Crosley-Bendix home appliance division of Avco Corp., Cincinnati; sales manager of the gas range division of Perfection Stove Co., Cleveland, and assistant advertising and sales promotion manager of the American Stove Co. (Magic Chef), formerly of Cleveland.

The sales development and merchandising positions are newly created jobs in the Servel organization. Mr. Smith succeeds Robert J. Canniff, who resigned as advertising and sales promotion manager because of ill health, and is now serving Servel as a part-time consultant.

**Sheehan Succeeds Shine as Ad Manager at American Radiator**



W. P. Sheehan

The Air Conditioning Division of American Radiator & Standard Sanitary Corp. announces the resignation of R. Henry Shine as manager of advertising and sales promotion.

Mr. Shine has been succeeded by William P. Sheehan, who comes to American-Standard from Levolor Lorentzen Inc., where he has been assistant advertising manager for the past five years.

Mr. Sheehan will direct American-Standard's advertising and promotional activities for residential warm air heating and air conditioning equipment, as well as the commercial packaged air conditioning line.

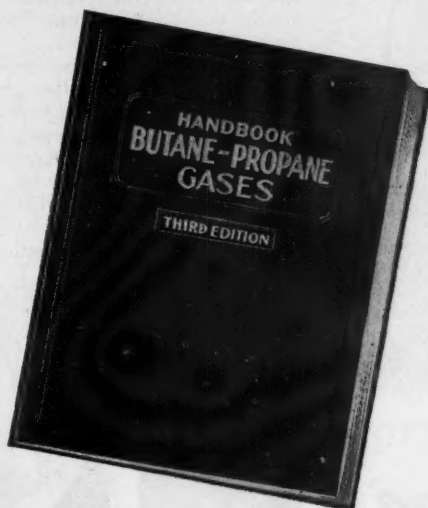
**Trueblood, Gruer Promoted to Managers at Magic Chef**

Wilbur T. Trueblood, merchandising manager of the gas range division, Magic Chef Inc., has been promoted to division sales manager of the firm's newly created Southwestern sales division, based in Dallas, and Albert W. Gruer Jr., market research manager and assistant to the president of Magic Chef, has been promoted to gas range merchandise manager in St. Louis.

Covering Texas and New Mexico, the new Southwestern sales division is the last of 10 sales divisions to be established during Magic Chef's recent general reorganization of sales territories.

Active in a variety of gas associa-

**The Only Complete Reference Book  
on Liquefied Gas Engineering,  
Installation and Operation**



**352 PAGES of Technical Facts, Charts,  
Diagrams, Photographs, Including Latest  
Processes and Materials.**

**CONTENTS**

**PART 1. Introduction**  
The Progress of the Industry  
The ABC of L. P. Gas

**PART 2. Physical and  
Chemical Properties**  
Properties of the Hydrocar-  
bons in L. P. Gas  
Properties of Butane-Propane  
Mixtures  
Volume Correction Factors  
Analytical Determination and  
Testing

**PART 3. Production of  
L. P. Gas**  
Natural Gasoline Plants,  
Recycling Plants, Oil  
Refineries

**PART 4. Transportation and  
Storage**  
Delivery by Truck, Rail,  
Water, and Pipe Line  
Storage Tank and Pressure  
Vessel Design  
Liquid Metering and  
Pumping Systems

**PART 5. Distribution  
of L. P. Gas**  
Installing and Servicing  
L. P. Gas Systems  
Semi-Bulk Systems  
Bottled Gas Systems  
Gas Utility Service from  
Central Plants  
Multiple Utility Service from  
a Central Plant

**PART 6. Utilization  
of L. P. Gas**

Comparative Performance  
With Other Fuels  
Appliance Installations and  
Testing  
Domestic Applications  
Commercial Applications  
Industrial Applications  
Enrichment, Peak Load, and  
Standby Uses  
A Fuel for Internal  
Combustion Engines

**PART 7. Regulations**  
N.B.F.U. Pamphlet No. 58  
Motor Carrier Tariff No. 7  
Freight Tariff No. 4  
Unloading from Railroad  
Tank Cars  
Marine Regulations

**PART 8. Appendix**  
Interchangeability of Other  
Fuel Gases with Natural  
Gas  
L. P. Gas Insurance  
Handy Tables for Field Use  
Regulators  
Flame Weeding  
Bibliography  
Glossary of Terms  
General Index  
Table and Chart Index

**\$ 7 50 Per Copy**

We pay postage on orders accompanied by check or  
money order. In California add 23¢ for sales tax.

Orders from individuals must be accompanied by  
amount of purchase unless credit has been established.

**SEND ORDER TO BUTANE-PROPANE  
News**

198 South Alvarado St.

Los Angeles 57, Calif.

What's Up??

**WHITE'S UP!!**

**NEW RECORD SALES  
...MORE THAN DOUBLED**

*White* dealers' sales are up, up, up!  
May sales were 111.3% over last  
year... contrasted with only about  
25% for the industry. And...  
zooming sales mean BIG profits  
to *White* dealers.

**MANUFACTURING FACILITIES  
...MORE THAN DOUBLED**

Extensive addition to *White's* plant  
facilities more than DOUBLES  
*White* production.

**DELIVERY AND SERVICE  
...TWO SHIPPING POINTS**

Now... two shipping points mean  
faster delivery, better service,  
prompter shipments. Shipping  
costs to Central and Far West are  
reduced.

**NEW EXPANDED LINE  
...DOUBLE YOUR MARKETS**

New booster heaters round out  
your *White* line. Nearly 100 models  
in gas and electric meet most com-  
mercial or all residential water  
heating needs.

...and features that mean even more sales!

★ **FILM OF FLAME**

Single port burner in gas **WATER-HOTTER** means  
**NO** clogging ever. Amazingly fast "pick-up"  
for **PLENTY** of hot water always.

★ **WHITE-GLASS LINING**

Can't rust... EVER! An  
essential sales point in  
many areas... im-  
portant in all.



Write today for the *White* Proved  
Profits Story. Get in on rocketing  
*White* sales!

**White**

**WATER HOTTERS**  
for LP-GAS

Automatic Water Heaters

WHITE PRODUCTS CORPORATION

Middleville, Michigan

Division of Lamb Industries, Inc.







*the finest float gauge*

YOU CAN BUY IS A . . .

**VISIBLE**  
MAGNETIC

For any application . . . in storage facilities for LP-Gas or Ammonia, domestic or commercial . . . there's a "Visible" Float Gauge!

And of course, it's the very finest in quality of craftsmanship and materials . . . precision made . . . accurately calibrated . . . thoroughly tested!

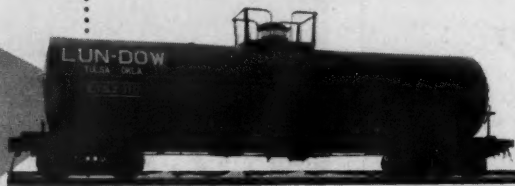
Write today for details and prices on the gauge best suited to your needs . . . you'll find it in the "Visible" Line.



INCORPORATED  
1213 S. AKARD, DALLAS 2545 SUMMER, MEMPHIS  
MEEDER EQUIPT. CO., 1745 N. EASTERN, LOS ANGELES 32

BUTANE-PROPANE  
PETROLEUM PRODUCTS  
ANHYDROUS AMMONIA  
PETRO-CHEMICALS

Refined products for delivery by  
Pipeline, Transport and Tank Car . . .



**LUN-DOW Company**

525 Wright Bldg. Phone LUther 5-1133  
TULSA 3, OKLAHOMA

tions, Mr. Trueblood won a meritorious service award for his work from 1952 to 1954 as chairman, domestic gas range division, Gas Appliance Manufacturers Association. At present, he is chairman of that division's promotional committee.

With the AGA, he has been and is active on several committees, including the domestic range committee, residential gas range section; new freedom gas kitchen committee, and the industrial and commercial advertising committee. He is also on the editorial sub-committee of the Liquefied Petroleum Gas Association.



W. T. Trueblood



Albert W. Gruer

Mr. Gruer joined Magic Chef in 1949 as market research manager. Last year, he was appointed to the additional position of assistant to the president.

Mr. Gruer presently is chairman of the marketing research committee, Liquefied Petroleum Gas Association, and vice chairman of a like committee of the Gas Appliance Manufacturers Association. He is also connected with several committees of the Institute of Appliance Manufacturers. At one time, he was on the board of directors of the American Marketing Association, St. Louis chapter.

John H. Mangle, for the past nine years an executive with the Glen L. Martin Co., has been appointed by Magic Chef as general manager of its Cleveland, Ohio, plant.

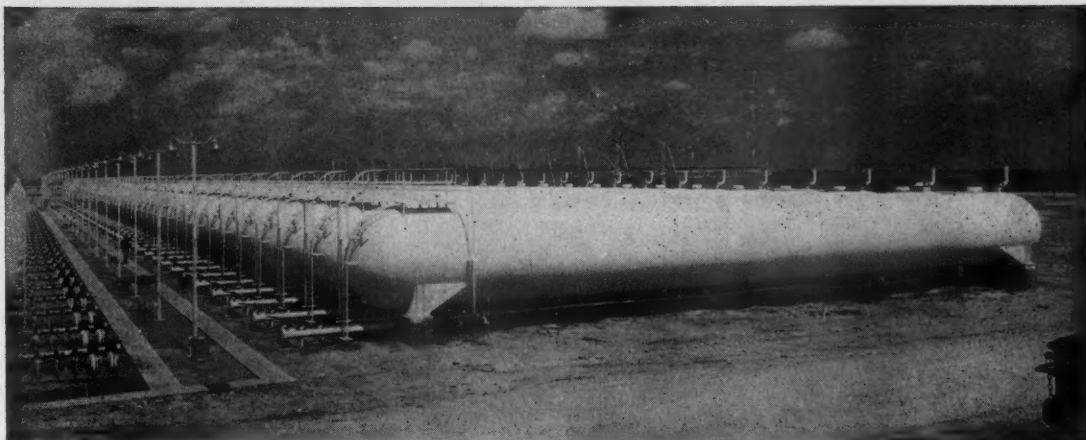
The Cleveland plant, devoted primarily to the production of commercial gas cooking equipment, is one of two plants that manufacture Magic Chef products. The other, in St. Louis, produces domestic gas and electric ranges, and oil, gas and kerosene space heaters.

#### Janitrol Names Reed Acting District Manager, Minneapolis

The appointment of Ray A. Reed as acting district manager for the Minneapolis territory of the Janitrol heating and air conditioning division of Surface Combustion Corp. was announced recently in Columbus, Ohio.

Mr. Reed will direct sales and service activities for the complete line of

BUTANE-PROPANE News



## Major Refiner Buys A Battery Of 65,000 Gallon LPG Storage Tanks From McNamar

This purchase of battery of large storage tanks by billion-dollar oil and refining company is proof that McNamar can supply any size LPG tank you want.

Whether it's a 115 gallon domestic system or a 6000 to 30,000 gallon storage tank, McNamar can always meet your requirements . . . for size . . . quality of workmanship . . . speed of delivery.

### ● Reasons Why Your Next Tanks Should Be McNAMAR'S



1. McNamar's are UL approved Tanks.
2. They meet all requirements of all states.
3. McNamar's are built under the new ASME code.
4. They also meet all requirements of the old ASME U-69 code.
5. McNamar's are X-rayed to meet the requirements of the new ASME code.



*f.i.t. rates apply on  
all shipments from  
McNamar.*

*Now! McNamar stands on its record of  
performance. When you buy McNamar,  
you've bought the best tank money can buy.*



Check with McNamar for the best buy in truck  
tanks and transports tailored to fit your needs.



**McNAMAR**  
**BOILER & TANK CO.**  
BOX 868 • TULSA, OKLAHOMA

# ROLL IT ON AIR!

Made by the pioneer manufacturers . . . and the largest manufacturers . . . of LP cylinder trucks, M/W smooth-rolling hand trucks are today helping to streamline deliveries for LP gas and appliance dealers the country over.



**MODEL 7325 (shown)**  
Standard Cylinder Truck available with 10 x 2.75 tires in two types.  
Air Tires.....\$24.25  
Semi-pneumatic ..... 18.60

**MODEL 7325-G**  
Equipped with 10 x 3.50 General tires having separate inner tubes. A popular model.....\$27.90



**MODEL 900** — Designed for safe, smooth, easy handling of gas cylinders up to 30" in diameter and weighing up to 1000 lbs. Roller bearing wheels; 12" pneumatic tires.....\$50.00

SEND FOR FREE CATALOG

*Moellenbrock & Wilke*  
WASHINGTON, MO.

Janitrol residential and commercial heating and cooling equipment. His territory will include Minnesota, North Dakota, Montana and sections of the states of South Dakota, Wyoming and Wisconsin.

## Fee Elected Vice President, Secretary of ACF



C. Allan Fee

C. Allan Fee has been elected vice president and secretary of ACF Industries, Inc. it is announced. Mr. Fee was secretary of the corporation, its predecessor, American Car & Foundry Co. and subsidiaries since 1950. He had been assistant secretary since 1938, and prior to that time was attached to the office of the secretary since joining the company at the age of fifteen.

## Richardson Manager of Supply and Distribution Division

G. C. Richardson, of Chicago, has been appointed manager of the newly-formed Supply & Distribution division of Cities Service Oil Co.

Mr. Richardson's duties will cover the supply and distribution of all company petroleum products. These responsibilities will include supervision of the company's traffic operations in addition to the procurement of petroleum products and the supply of such products to its marketing division.

Mr. Richardson has been with Cities Service since 1935 and has held various executive positions at Bartlesville and Chicago.

## Norman Products Co. Chooses Booton Director of Sales



John C. Booton

D. Jackson & Associates. Current promotional advertising

John C. Booton has been appointed new director of sales for Norman Products Co., Columbus.

Mr. Booton was previously a partner in the business management consultant firm of Roy

for Norman Products Co. will be directed by Mr. Booton.

## Florence Stove's New Position Goes to Victor K. Genger

The appointment of Victor K. Genger to the newly created position of factory manager, Kankakee, Ill., plant of Florence Stove has been announced.

Prior to his joining Florence Stove Co., Mr. Genger was chief industrial engineer for Westinghouse Electric Manufacturing Co.; division industrial engineer of Continental Can Co., and vice president of McClure, Hadden & Ortman Inc., management engineer.

W. H. Trow Jr., has been appointed district manager, Florence Stove Co., of the Chicago, downtown area. Prior to joining Florence, Mr. Trow was director of the Chicago utility and multiple sales division for Welbilt Stove Co.

## Milestone Gets Western Sales Territory at Perfection

Donald W. Milestone has been appointed manager of Perfection Industries Inc.'s new Western regional sales territory.

Mr. Milestone's sales staff will operate in 12 western states and will handle the complete Perfection line.

Also announced are promotions of two of the sales personnel of Perfection. W. F. Leuszler has been named sales manager of the appliance division and W. B. Gathings is promoted to distribution and administrative manager.

## Frank M. Taylor

Frank M. Taylor, secretary of Petrolane Gas Service Inc., Long Beach, Calif., died Sept. 5 at the age of 49, following an emergency operation. Mr. Taylor entered the employ of the company in 1928, and held the highest seniority in the company.

He was responsible for the design of much of the company's early distribution equipment, and was in charge of the design and erection of many of the company's early bulk plants. The insurance program was under his supervision for many years.

Mr. Taylor was a member of Alta Loma Lodge, F. & A. M., Long Beach; Royal Arch Masons of California; Knights Templar, Long Beach Commandery; Pacific Coast club; and several trade associations.



# ONLY PEERLESS OFFERS MORE ATTRACTIVE FEATURES FOR GREATER SALES IN GAS HEATING

**Easiest-to-sell . . . smartest contemporary styling . . . stays sold . . . trouble free operation . . . durable easy-to-clean finish...inside easy to clean...comfort...safety...clean even heat...rugged construction . . . economy, low operating cost . . . thoroughly engineered...warmer floors assured. The Top Quality Console Heater line for everybody's purse. Consistently the best for over 70 years . . . a better buy than all the rest.**

**Sell the whole PEERLESS line—reap the whole profit. A size and style for every need.**



**"WITH THE  
LOW BOY LOOK"**



*Peerless*  
**GAS  
CONSOLE  
HEATERS**

**PEERLESS MANUFACTURING CORP., LOUISVILLE 10, KY.**

*1st in the Heat Parade*

There's a big  
**"BOOM"**  
 in *Martin*  
**GAS HEATER  
 SALES**

Join the  
 parade.. sell the complete line

 Send for new  
 dealers' sales aids

*50th Anniversary Year*

**MARTIN STAMPING & STOVE CO., Huntsville, Ala.**



V370  
**8 Fully Vented Heaters**  
 15,000 BTU to 85,000 BTU  
**23 Unvented Heaters**  
 10,000 BTU to 50,000 BTU  
 All heaters AGA approved  
 for natural, liquefied,  
 and manufactured gases.

**1 SOURCE OF SUPPLY**  
**for PARTS and  
 SPECIAL TOOLS for  
 the GAS INDUSTRY**

**APPLIANCE SERVICING EQUIPT.**



- Drills & Drill Sets
- Midget Hacksaws
- Ratchet & Socket Sets
- Testing Thermometers
- Dixon Reamers
- Dies & Die Holders

**CONVERSION PARTS**



- Spuds & Orifices
- Orifice Assortments
- Special Fittings

**CYLINDER & APPLIANCE  
 HANDLING EQUIPMENT**

• M&W Cylinder Trucks • Yeats Appli-  
 cance Dolly • Appliance Covers & Pads  
**Write for Complete Catalog**

**THE E. F. GRIFFITHS CO.**

346 E. Walnut Lane, Philadelphia 44, Penna.  
 Servicing Gas Industries For Over 40 Years

**Q. What is  
 the reason that  
 propane cylinders  
 are not entirely  
 filled.**

**A. Liquid expands  
 when subjected to  
 heat**

You'll find a detailed answer  
 to the above question, and a  
 thousand others in the  
*Bottled Gas Manual*. It will  
 help you sell more LPG...  
 more appliances. Every sales-  
 man and every office  
 should have one.

**ONLY \$4.00.**  
**... Order your copy  
 today from ...**

**BPN**

**BUTANE-PROPANE  
 News**

198 S. Alvarado St.  
 Los Angeles 57, Calif.

## ASSOCIATIONS

### Western District Holds Meeting in San Francisco

Gathering for three days on convention business and festivities, more than 500 people attended the West Coast regional convention and trade show of the LPGA, which was held at the Sheraton-Palace hotel, San Francisco, Aug. 28, 29 and 30. Delegations were present from all of the western states, and all district and state directors in the area were present. National officers and members of the headquarters staff were in attendance.

Convention business was concentrated on Monday and Tuesday afternoons, leaving the mornings free for attendance at the trade show, which included nearly 50 exhibits. The emphasis throughout the show was on business and there was a noticeable lack of activities that could be classed as "playing hookey". M. F. Van Horn was convention chairman, and Paul Shannon headed the arrangements committee.



Paul Shannon, chairman of Arrangements Committee, and C. J. McAllister, president of LPGA, thank speaker Carle F. Wente (left) for his contribution to West Coast Regional Convention.

Featured speakers at the luncheons were Carl F. Wente, chairman of the executive committee of the Bank of America and president of the California State Chamber of Commerce, and Congressman Arthur J. Younger of California. Wente's contribution was the kind of chamber of commerce talk that would be given by a competent banker—rich with facts and leading to the conclusion that business is still on the upswing, and that the western states will continue their phenomenal growth. Younger outlined the effect of congressional action on business. A light note was added Monday afternoon by Robert E. Saxe, San Francisco philosopher, humorist, and one of the most accom-

# Here's The New BS&B "PERFECTION" PROPANE SYSTEM ... With The Golden Dome!

## Fully Automatic Welds

Complete double pass with integral backing strip, full penetration. Exceeds all Code requirements.

## Recessed Internal Relief Valve

Provides maximum safety. Working parts are inside the tank where they are protected from damage.

## One Piece Dome

Provides complete weather protection for controls. Fitted with hinge and offset latch for quick opening action. Rigid construction.

## Heavy Lifting Lugs

Placed far out on the heads of the tank for better balance and ease of handling.



## Bottom Outlet

1 1/2" bottom opening for liquid take-off. Located in head with maximum ground clearance for easy access.

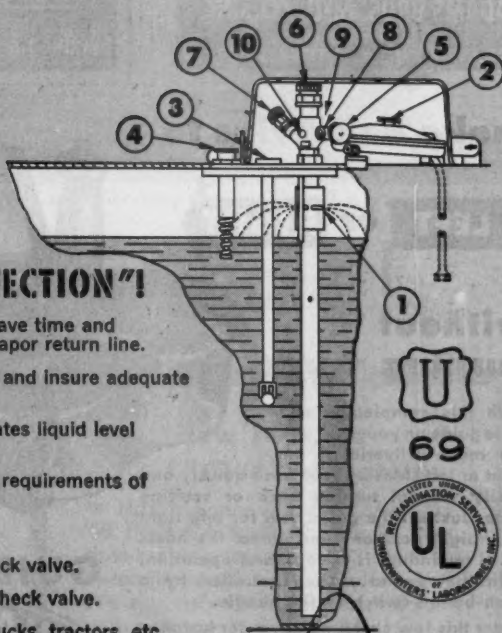
## Sturdier Leg Design

One piece channel supports, press formed, wrap around. Provides more than 200 sq. inches bearing surface.

## These 10 Outstanding Features Will Sell Your Customers On "PERFECTION"!

- 1 SPRAY FILL ADAPTER\* can be placed in liquid piping to save time and maintenance. Allows tank to be filled to capacity without vapor return line.
- 2 LARGE HIGH CAPACITY REGULATOR sized to match tank and insure adequate flow rates under all conditions of normal service.
- 3 EASILY READ MAGNETIC FLOAT GAUGE accurately indicates liquid level in tank at a glance.
- 4 RECESSED INTERNAL RELIEF VALVE sized to exceed the requirements of Underwriters' Laboratories.
- 5 POSITIVE SHUT-OFF VALVE at service connection.
- 6 HIGH CAPACITY FILLER VALVE equipped with double check valve.
- 7 HIGH CAPACITY VAPOR RETURN VALVE equipped with check valve.
- 8 EXTRA LIQUID CONNECTION for convenient service to trucks, tractors, etc. (Standard on every PERFECTION System.)
- 9 EASILY READ PRESSURE GAUGE. Standard on 750 and 1000 gallon sizes.
- 10 FIXED LIQUID LEVEL GAUGE to prevent overfilling of tank.

\*Optional at slight additional cost.



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69

UL  
LISTED UNDER  
RECOGNITION SERVICE  
OF  
UNDERWRITERS' LABORATORIES



## BLACK, SIVALLS & BRYSON, INC.

Propane Equipment Division, Dept. 6-AB10

7500 East 12th Street • Kansas City 26, Missouri





### RADIANT HEATERS

Safety Cabinet type, radiant or fully enclosed. Smooth burner operation. Four sizes, seven models to choose.

Write for Your Catalog

**ADAMS BROS. MFG. CO., INC.**

Established 1898  
1500 NORTH AVE., W. PITTSBURGH 33, PA.

## Wise Choice



for  
**Leak-Proof  
LPG  
Installation**

### RECTORSEAL #2

• You are not only assured leak-proof installations with Rectorseal #2 but its cleaner, smoother application, its economy and waste-free use make it your **BEST** choice of thread sealing compounds.

**CLEANER**, because it is not "messy" to use.  
**SMOOTHER**, because it's finely ground and homogenized.

**ECONOMICAL**, because there's no waste. It doesn't settle out. Original consistency restored with Rectorseal or any good grade lacquer thinner.

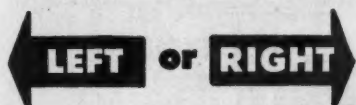
Write for your **FREE SAMPLE** today, giving name of your jobber.

**RECTORSEAL, Dept. "A"**  
2215 Commerce St. Houston 2, Texas

### RECTORSEAL #2

MAKING THE L-P GAS INDUSTRY SAFER

## make deliveries to



## without turning truck

With this completely new hose guide on your reel, you can make deliveries to the right or left sides of your truck quickly and easily without turning truck or scuffing hose. Just set the guide arm for left, right or straight positions and unreel the hose. Level rewinding is a one-hand operation, with the rewind motor controlled by a push-button switch on the handle.

Order this low cost time-saver for installation on your present hose reels or with new Hannay Hose Reels.

### GUIDED UNWINDING Plus LEVEL REWINDING

Please send me complete details on the new Hannay Guidemaster

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

**CLIFFORD B. HANNAY & SON, INC.**

925 Main Street  
Westerlo, N. Y.



© 1955 C.B.H.&S., Inc.  
Patents Pending

## HANNAY GUIDEMASTER



plished stutterers off the stage. His talk on "Fun in Gardening" brought back nostalgic memories to many who thought they had filled their last flower pot.

In the strictly business category, C. J. McAllister, president of LPGA, spoke on the need for a joint council with the utility gas interests for stronger selling effort against electrical competition; Lester Luxon, chairman of the California legislative committee reported on the accomplishments of his committee and suggested protective measures that should be taken by all LPG dealers; George Postlewait, chairman of the educational committee of District 2 talked on "Progress Through Education"; Hale H. Hendin, an insurance supervising engineer, spoke on "Defensive Safety"; Paul T. W. Strub, member of the engineers committee, Operation Cue, reported on the results of the recent atomic explosion test in Nevada. W. A. Schuette, chairman of the National LPGA Educational committee, presented a detailed outline of the program developed by his committee for a comprehensive training program for industry personnel, beginning with the service phases. The National Council's film, "The Winning Team," closed the business sessions.

Final event was the banquet and entertainment, which opened with a cocktail party.

### Group Insurance Plan Now In Effect for Mississippi

The Mississippi LP Gas Dealers group insurance plan was placed into effect on August 1.

A company representative will be calling on each of the member dealers who have already enrolled to distribute claim forms and explain any administrative procedures.

Through the efforts of the Association there has been made available to its members a good insurance plan at a very reasonable cost.

### LPG Advantages Stressed Before Home Economists

Mrs. M. J. Rivers, General Gas Corp., Ridgeland, S. C., president of the South Carolina LPGA, announced the completion of a long-planned and highly successful project by the group.

During the week of July 25 the home economics teachers from the high schools of the State held their annual conference at Winthrop College, Rock Hill, S. C. On the closing

# Announcing New Ford Trucks for '56



*New capacities carry more load; new power moves it faster*

## Now! Most horsepower per dollar!

**NEW POWER!** More horsepower for your money than any other truck line—proved by comparisons of net horsepower and suggested list prices of all trucks!

**NEW CARRYING CAPACITY!** New bigger payloads. New higher-capacity tubeless tires on every model.

**NEW COMFORT AND SAFETY!** New Driverized Cabs! New, exclusive Lifeguard Design safety features.

**NEW STYLING!** New "leadership look" from Pickups to 65,000-lb. GCW tandem-axle Big Jobs!

Ford's big advancements for '56 can make more money for you than ever. Choice of eight new engines with *Short Stroke* design (reduces piston travel, cuts friction) and up to 26% more power. New *Driverized* Cabs with full-wrap windshields to cut driving strain.

New exclusive Lifeguard steering wheel and Lifeguard door latches give added protection in case of accident. New styling builds prestige for your business. *Now on display at your Ford Dealer's.*

### New Features for LP-Gas Distributors

● Here's a new *Money Maker*—the '56 Ford F-500, shown above. New time-saving power from 133-h.p. *Cost Cutter* Six or 167-h.p. *Power King* Y-8. It's the *only* choice of Short Stroke power in the "1½-ton" field!

New bigger brakes (366 sq. in. lining area). And, Power Braking is now standard with Y-8 engine—another Ford more-for-your-money feature! New higher-capacity tubeless tires, new 12-volt electrical system standard. *Electric-shift* 2-speed axle available. New 15,000-lb. GVW gives payload and body allowance as high as 10,495 lbs.!

day, July 29th, M. A. Ennis, west coast secretary of LPGA, presented an L.P. gas cooking demonstration before the entire group. In his nearly two-hour presentation, the advantages of L.P. gas were not only voiced, but demonstrated.

Attendance prizes were awarded as well as favors for those attending. The program committee was headed by William A. Gardner, of Ninety Six, S. C. All gas ranges and other equipment were furnished by Suburban-Rulane Gas Corp.

## Kentucky Association Holds Unconventional Convention

The eighth annual convention of the Kentucky Liquefied Petroleum Gas Association Inc., closed its three day session at the Kentucky hotel, Louisville, on Tuesday, Aug. 2. With a registered attendance of 512 and an additional 114 guests at the final post-convention session, this was one of the really big state meetings of the year. The entire convention was planned and carried out by members on a voluntary basis, as the association does not maintain a salaried staff. A trade show with 34 exhibitors was a featured part of the convention.



Pictured above are officers elected at the eighth annual convention of the Kentucky LPGA: (back row) Gene McDonald, Elizabethtown; Robert B. Greene, Fort Thomas; W. J. Fox, Drakesboro; George W. Slate, Munfordville, directors. Harold W. Hillman (seated), Olive Hill, was also elected a director; Elmer Roll, Hazard, 1st vice president and director; Frank W. Truitt Sr., Paducah, president; Miss Frances L. Holliday, Burnside, secretary; E. Jack Lee, Ashland, director; and Charles E. Nead, Burnside, director and treasurer. Officers not present in the picture are Irvin F. Etscorn, Louisville, 2nd vice president; Arch P. Shelton, Hopkinsville; Paul G. Boyd, Fulton; Paul Ogle, Jeffersonville, Ind.; and Charles L. Shaffer, Nicholasville, directors.

In line with the association's program for future development of business, the home economists and the Future Homemakers of America leaders of the state were brought into the convention as guests and participants. They were given personally conducted tours of the exhibits, and

the association put up a \$50 prize to be given to the home economist writing the best review of the trade show.

The educational features of the program were a radical departure from the average convention program. "Workshop" sessions took the place of formal talks. There were led



**PLUMBERS FURNACE**



**TINNERS FURNACE**



**PORTABLE HEATER**



**MOUNT ON NEW BASE**

**OR ON MUTUAL CYLINDER**



**Only *Mutual* Gives You  
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Now any ONE of THREE Mutual units — Plumbers Furnace . . . Tinners Furnace . . . Portable Heater . . . can be mounted on either the New Base or on a Mutual cylinder.

Changes are made in minutes. Two set screws and one gas connection is all you touch. No changes are made on hose or cylinder. Owner saves time, money and weight . . . and has instantly at his disposal . . . A furnace for melting lead . . . A furnace for heating soldering irons . . . Or a Portable Heater that gives fast, clean heat any place he wants it.

Let this modern innovation help you sell more LP-Gas industrial equipment . . . and make new gas customers.



Write for NEW Catalog today. Just off the press, it contains latest developments in the Mutual Line.



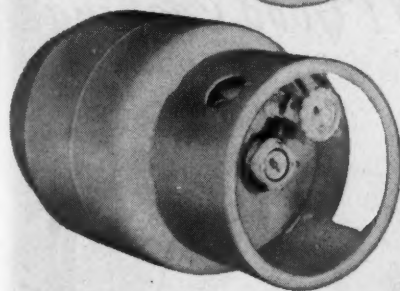
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17129 SOUTH BROADWAY, GARDENA, CALIFORNIA



# PREST-O-LITE

Trade-Mark

## Lift Truck Cylinders



- \* **DEVELOPED** in co-operation with both lift truck manufacturers and the LP-Gas industry
- \* **MADE** to comply with all requirements of NBFU Pamphlet No. 58 and ICC-4BA-240 Specifications
- \* **TESTED** and inspected beyond ICC requirements
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
Lightweight, high-strength PREST-O-LITE Cylinders for LP-Gas motor fuel are designed specifically to help you service your new lift truck customers conveniently and profitably. They are engineered to meet every lift truck requirement. They are built to the same quality standards for which the PREST-O-LITE brand is so well-known in the domestic LP-Gas cylinder industry. Yet PREST-O-LITE Lift Truck Cylinders *cost no more than other brands.*

Three standard sizes of PREST-O-LITE Lift Truck Cylinders—20-, 33½-, and 43½-lb. propane capacity—are available for immediate delivery from stock. All are sprayed with primer and one coat of metallic aluminum enamel, both electrostatically applied and infrared dried. A wide choice of valves, gauges, and fittings is also available from stock for factory-installation.

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by specialists in various aspects of the business, but participated in by dealers and their employees. Customer relations, service and safety workshops, held separately for the bottled gas and the bulk gas groups, were led by W. T. Trueblood Jr., of Magic Chef, George Workman, of Bastian-Blessing, and Walker T. Harper of C. O. Jones Inc. The sales and selling workshop was the dealers' own forum, Emceed by W. T. Trueblood Jr., and paneled by Geo. Gawthrop, Bill Brown, Charles Shaffer, Miss Virginia Kellen, and James A. Lewis. A special carburetion workshop led by Floyd E. Selim, of Phillips Petroleum, followed the showing of the Phillips motor fuel film. LPG carburetion is relatively undeveloped in Kentucky, but with the extension of bulk service there is a lively interest in the subject. The carburetion workshop was scheduled for an hour and a quarter, but it went on and on.

Dramatization took the place of another convention talk in the modern home laundry show directed by Frank A. McFerran of Ruud, and co-starred by Col. (Kentucky) Max Fetty of Delta Tank and given the musical note by Rebecca Bakos and Claude Handley of Monsanto.

Two scholarship were awarded to

members of the Future Homemakers of America, from funds supplied by the association.

Social features included a buffet supper on Sunday night, and an "Eighth Get-Together" which took the place of the customary banquet on Monday night. Old timers and distinguished guests were honored, and then it turned out to be a banquet after all.

Frank W. Truitt Sr., who turned out to be a thoroughbred workhorse during the past year, was re-elected to the presidency. Elmer Roll became first vice president, and Irvin F. Etscorn was named second vice president. Miss Frances Holliday and Charles E. Nead were reelected as secretary and treasurer, respectively.

The convention was under the general direction of Gene McDonald, chairman, Irvin F. Etscorn, co-chairman, and Ronald B. Jones, trade show chairman.

### Texas Trains Men to Teach Safety on the Local Level

Full cooperation of a large group of insurance companies with the accident prevention program of the Texas Butane Dealers Association has been assured.

Assurances of support in the pro-

gram came at a meeting in Austin when representatives of 10 companies writing insurance for butane dealers voiced their approval of the program.

The program as outlined by J. A. Mirick, association safety director, is designed to train safety leaders of the butane organizations of Texas. These men are to be trained how to teach safety to their local-level groups. Their training will not deal with safety fundamentals, as it will be pre-supposed that each man sent by his company to the training school will be thoroughly grounded in accident prevention.

A try-out safety program operated by the association last year approached the problem differently. This effort undertook to train class members in safety practices. It was found that training safety leaders to be safety teachers was the great need and the new program has been designed to accomplish this purpose.

Mr. Mirick, in explaining operations of the proposed program to the Austin meeting, presented a considerable array of specimen material to be used in his work with the training classes. He pointed out that the effort would extend to contacts with the Texas Department of Public Safety, the Railroad Commission, fire mar-



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*Good Looking! Good Cooking!*

★ A Deluxe Giant Oven, 30" Gas Range Smartly Designed in Coppertone Trim.

- ★ Extra Large Window
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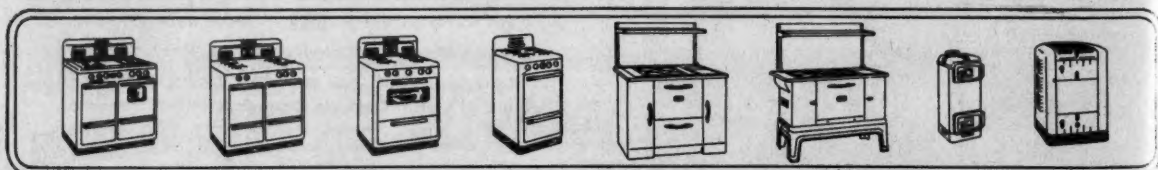


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**BROWN STOVE WORKS**

MODEL 37-6W

**CLEVELAND, TENNESSEE**



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**OFFERS the SOLUTION**  
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... MR. APPLIANCE DEALER !!!

If You Do Not Handle Enterprise You'll Miss

## PROFITS PLUS!

Enterprise knows dealers must make a profit. Full profits are yours with Enterprise ranges. Every model is priced for profit plus. Don't miss out on the opportunity to handle Enterprise, the complete range line.

## SALES PLUS!

Enterprise blankets the market with ranges that offer a complete variety of models in every price bracket. Enterprise is the complete range line. Everyone a prospect.

## FEATURES GALORE!

Low BTU pilots, exclusive Simplex-simmer top burners, automatic ovens, glass oven doors, grid-dle assemblies. Every range built upon welded, all steel full porcelain chassis. Dynamic, distinguished styling, built expressly for the modern woman.

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NASHVILLE • TENNESSEE • Established 1858



# THE Key TO INCREASED LPG SALES holly NarroWall

Yes, a HOLLY can be your easiest entry into a new customer's home because heating equipment is a most logical use for LPG. A HOLLY NarroWall can be your key to increased LPG sales.

NarroWall is easily installed, factory-tested and fully guaranteed for service-free LPG operation.

**AGA  
APPROVED**

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American Standards  
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Please send the facts on NarroWall with LPG.

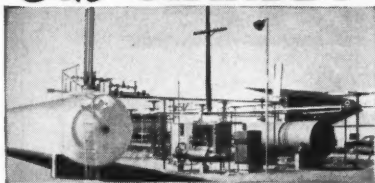
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\* The exclusive Secondary Heat Exchanger gives your customers added heating comfort.





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Packaged 12 mcf plant designed and built by Draketown for...

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A Packaged Draketown Propane Plant will help you reduce demand charges; provide a supply of gas during curtailment periods... at the turn of a valve... or supply that outlying section or plant 100% if desired.



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If you have a gas problem, we can help you. We operate from coast to coast and overseas. Phone or write today—no obligation.

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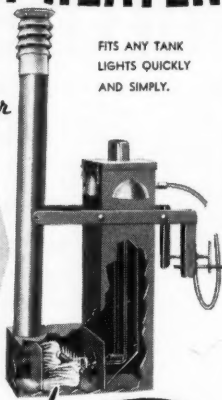
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## the Broyhill HANDI-HEATER

*a bottle gas stock tank heater*

FITS ANY TANK LIGHTS QUICKLY AND SIMPLY.

- Fits any tank and lights quickly and simply
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A blast furnace of heat striking 4 sides of the heat chamber

### OTHER QUALITY

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Spraying Equipment

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DAKOTA CITY NEBRASKA

**"We have had  
splendid results  
from this Ad."**

That's exactly what the advertiser wrote to us in ordering a repeat run of this classified advertisement:

FOR SALE: 5000 TO 5500 W.G. U69 Tandem Propane Twin Barrel Trailers. Choice of 16 with 50% 10:20 tires, air brakes. Now operating. Texas R.R. Commission, ICC, ASMF approved. Prices \$3,750 to \$4,500. Delivery will be made to most northern cities for \$200. Write for pictures, details. IRVIN F. NELIS ASSOCIATES, P. O. Box 14472, Houston 21, Texas.

Good ad? Yes! But *good advertising medium, too!* You can *count* on "splendid results"... whatever you want to sell, buy, or find... when you use the classified columns of B-P News.



**BUTANE-PROPANE News**

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198 S. Alvarado Street  
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shals, and other groups which work in the cause of safety.

It was also pointed out that by training one, or in some cases more than one, representative of butane firms as safety teachers the program can be spread state-wide far quicker than if it undertook to teach safety methods and application to local-level company groups. The program plan contemplates setting up a series of schools at various points in the state, each to cover a two-day period. Dealers of the areas served by these schools will send their safety leaders to the classes.

In these classes, Mr. Mirick explained, students will learn how to impart to others the knowledge they themselves possess and how to make their company-level classes effective. Each man who satisfactorily completes this class training will receive a certificate designed for display in his home-company headquarters.

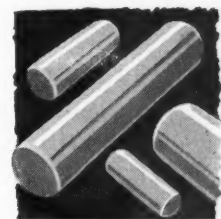
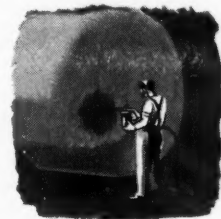
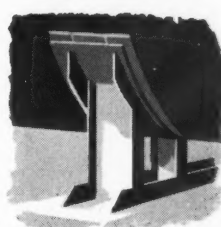
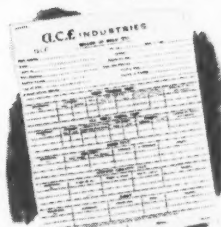
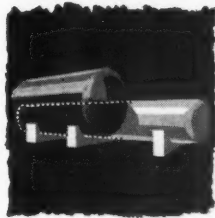
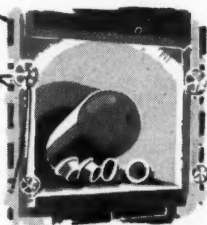
One change in the program as outlined by Mr. Mirick was suggested by E. O. Sharp, Sharp Butane Co., Smithville, who pointed out that many small butane businesses employ only a few men. He said it would be impractical for a business with two or three employees to designate one of them as company director and suggested an alternative for such organizations. His proposal was that several small firms of an area pool their safety resources, join in sending an employee of one of their group to the classes, and designate him as safety director for the entire cooperating group. This suggestion won approval and the idea will be incorporated in the program according to J. A. Farrah, chairman of the meetings.

### Plans Underway for 1956 Northeastern Convention

Plans are now underway for the Northeastern L.P. gas Association, including East Central and New England districts, convention and trade show to be held in Washington, D.C., Feb. 28, 29, and March 1, 1956.

The Sheraton Park hotel in Washington, D.C., will be the site for the show, allowing for utilization of 115 booths 8 by 10 in size.

A number of last year's exhibitors have inquired regarding space and prices for this year in order that they could include the expense in their 1956 budget. At a meeting last week of the LPG executive committee in New York City, the prices for booths were set at \$235 and \$285, depending upon location. Floor plans will be prepared and applications for space will be sent out to interested firms in the near future.



# ACF TANKS

## JUST LIKE INSURANCE

There is no better insurance against trouble than "First-in-Quality" **ACF** Storage Tanks. **ACF**'s precise control of each step of the manufacturing process insures the excellence of every **ACF** Tank. Complete stress relieving for more uniform strength and longer life...all-inclusive radiography for freedom from welding imperfections...Hartford Steam Boiler Inspection in accordance with ASME 1952 code W-XR-SR...these have been typical and routine procedures at **ACF** for a long time. This is your assurance that **ACF** Tanks will not only meet your most rigid specifications, but will provide trouble-free service for years to come.

Other reasons why it pays to buy **ACF** Tanks; steel grit-blasting for smoother surfaces... finest primer...manways for thorough inspection and cleaning...steel saddles and supports for installation on flat surfaces (optional)...plus large diameter design which saves up to 30% installation space.

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# acf

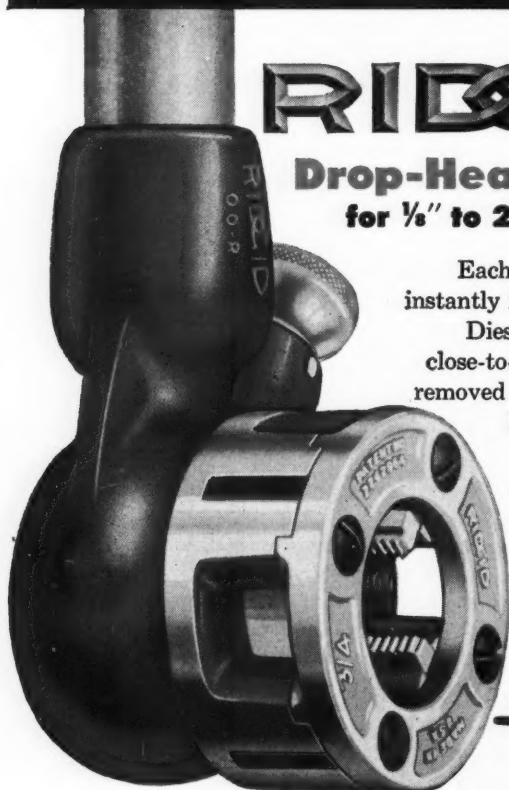
**STORAGE TANKS • SAFETY VALVES**

...You can't beat these  
drop-head dies for  
easy work, perfect  
threads...and long  
trouble-free service!



# RIDGID

## Drop-Head Dies for 1/8" to 2" pipe



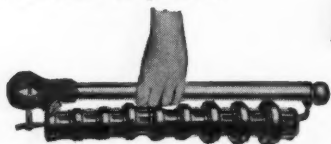
Each size die head snaps  
instantly into ratchet handle.

Dies reverse quickly for  
close-to-wall threads, easily  
removed for regrinding. Left  
hand dies available.

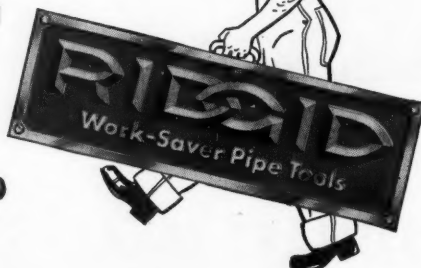
00R, 1/8" to 1"  
111R, 1/8" to 1 1/4"  
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Buy them from  
your Supply House.

Every RIDGID Pipe Tool  
individually TESTED  
before shipment.



Carrier free with complete sets.



The Ridge Tool Company • Elyria, Ohio • U. S. A.

## CALENDAR

Coming events  
in the Industry

### OCTOBER

- Oct. 3—Virginia annual convention, John Marshall hotel, Richmond.
- Oct. 9-10—Kansas LPGA, convention and business meeting, Lassen hotel, Wichita.
- Oct. 12-14—Gas Appliance Manufacturers Association, Annual meeting, El Mirador hotel, Palm Springs, Calif.
- Oct. 13-14—California Natural Gasoline Association, 30th annual meeting, Ambassador hotel, Los Angeles.
- Oct. 15-16—Nevada Liquefied Gas Dealers Association, Riverside hotel, Reno.
- Oct. 16-18—Oklahoma LPGA, 11th annual convention, Skirvin hotel, Oklahoma City.
- Oct. 17-19—American Gas Association - Pacific Coast Gas Association. Combined annual convention, Ambassador hotel, Los Angeles.
- Oct. 17-21—National Safety Council. Forty-third national safety congress and exposition, Chicago.
- Oct. 21—West Virginia LPGA, convention, Stonewall Jackson hotel, Clarksburg.
- Oct. 25 or 26—New Jersey LPGA annual convention.

### NOVEMBER

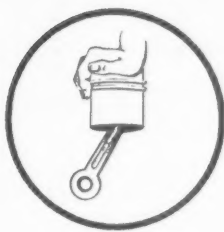
- Nov. 10-11—Illinois LPGA, convention, St. Nicholas hotel, Springfield.

### 1956

- January 4—New York LPGA annual convention, DeWitt Clinton hotel, Albany.
- January 19-26—National Housewares & Home Appliance Manufacturers Exhibits, Navy Pier, Chicago.
- February 28-March 1—LPGA District convention and Trade show, Sheraton-Park hotel, Washington, D. C.
- March 26-28—Southeastern District LPGA convention and trade show, Atlanta-Baltimore hotel, Atlanta.
- April 5—GAMA 7th Annual Atomic Gas Range conference, Hotel Pierre, New York City.
- April 23-25—Association of Nebraska LPG Dealers, annual state convention, Fontenelle hotel, Omaha.
- May 6-9—LPGA 25th annual convention and trade show, Conrad Hilton hotel, Chicago.

All associations are invited to  
send in dates of their forthcoming  
meetings for this calendar.





# ***Butane-Propane***

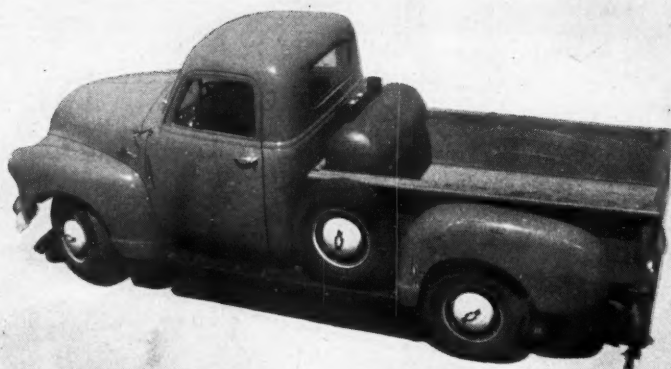
## **POWER SECTION**

**INSTALLATION • CARBURETION • SERVICING**



Service stations dispensing motor fuel for truck use are becoming quite common in northern Mexico. Gas Ideal, S. A. has stations like this on each of the four main highways entering Monterrey. For additional information on this development turn page.

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ANOTHER  
WESTERN  
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# the TANK THAT FITS ALL PICKUPS

It's the revolutionary tank development that saves time, saves money! The Adjusto Tank features adjustable brackets that permit quick installation on any pickup. This enables you to stock Adjustos in only three sizes for all pickup conversions. Built for driver convenience, the visible sight gauge on the Adjusto Tank is located where it can be easily seen from the driver's seat

... all fittings are shielded by the cab, to eliminate damage from loading or hauling. A filler valve that permits liquid withdrawal makes Adjusto a mobile tank that can be used as a refuel tank ... your customer can transfer fuel from the Adjusto to his tractor tank. For higher profits on pickup conversions, specify Adjusto!

Available in 38, 46 and 58 gallon capacities.

## *Western*

TANK AND STEEL CORP.

POrder 5-9474

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Lubbock, Texas



Bob Jones' car in Termogas station near Monterrey.

# Motor Fuel Service Expands South of the Border

By Robert N. Jones

Engineer, J. & S. Carburetor Co.

Robert N. Jones, engineer for J & S Carburetor Co., Dallas, recently completed a two-week tour of the states of Mexico bordering on the lower Rio Grande. The agricultural developments in this area are closely parallel to those north of the border, and there has been extensive interchange of ideas. Mr. Jones sends us an interesting report on L.P. gas developments in that part of Mexico, which is reproduced on these pages.

**P**ROPANE service station facilities for dispensing motor vehicle fuel are available in practically every sizeable town in the Mexican states of Coahuila, Nuevo Leon and Tamaulipas, which border on the lower Rio Grande river. In those states it is

also believed that 15% of the heavy trucks operate on L.P. gas. Extensive conversion of tractors has also taken place in the cotton growing areas bordering on the river.

Credit for these developments must be given to a group of progressive LPG dealers in northern Mexico. One of the leaders of the group is Gas Ideal, S. A. This company originated in Matamores, across from Brownsville, Texas, under the guidance of don Gregorio Garza Flores. Two years ago his entire operation consisted of a bulk distributing plant, appliance store and carburetion shop in Matamores, and a smaller plant in Reynosa, another cotton growing center opposite McAllan.

In this rich farming area Sr. Garza found a good market for tractor conversions. He also converted a num-

ber of trucks, but found that progress in this direction was slowed down by the difficulty of getting fuel supplies along the highways in adjacent parts of Mexico. Truckers complained that in many towns they had to unhitch the trailer, drive down a narrow dirt road to the plant, back through a narrow gate, and maneuver the truck in cramped quarters within the plant to reach the filler hose. Service could not be obtained at night, on Sundays or on the numerous holidays, or during the delightful siesta period that divides the working day in most of Mexico. To the energetic mind of Sr. Garza this spelled "opportunity". He now has a chain of 11 plants and service stations extending along the main highway toward Mexico City.

The latest additions to the chain consist of four plants located on the four major highways entering Monterrey. Each plant includes service station facilities with gas, oil, air and water, located well back on a large



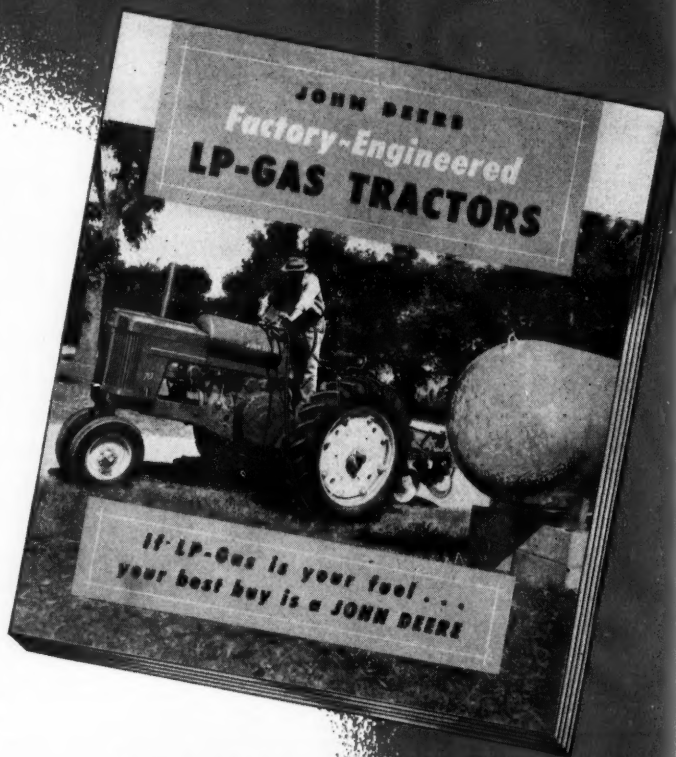


**IMPORTANT TO YOU,**

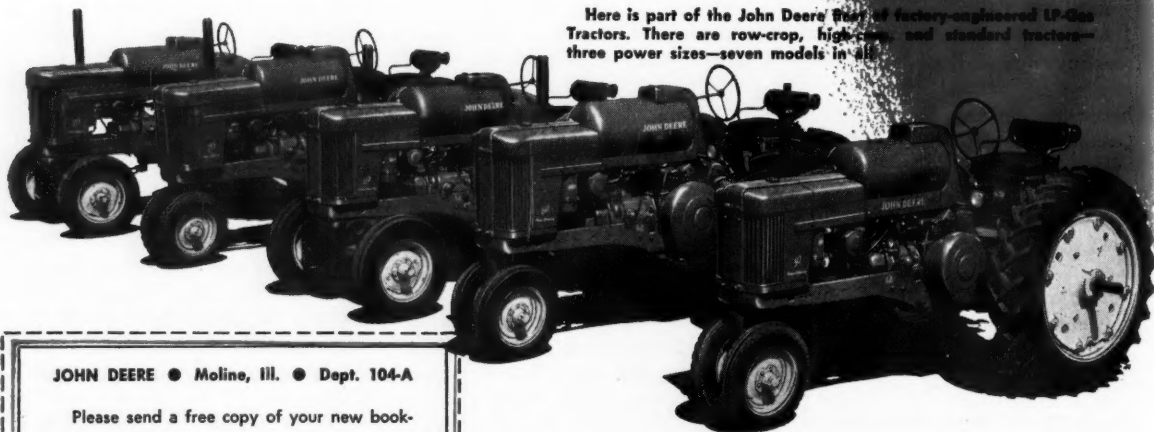
**and Yours for the Asking...**

IF you sell to the farm market, here's a brand-new booklet you'll want to read. Published by John Deere and being circulated to farmers throughout the country, it points up the advantages of LP-Gas as a tractor fuel . . . encourages farmers to consult *you*, their local distributor, about the many additional uses for LP-Gas . . . about storage facilities, bulk purchases, etc.

This booklet also illustrates and describes the modern line of John Deere Factory-Engineered LP-Gas Tractors and their many special design features. It contains valuable information that should be helpful to you in talking to your farmer customers about LP-Gas Tractors. Your free copy is waiting—send for it today.



Here is part of the John Deere line of factory-engineered LP-Gas Tractors. There are row-crop, high-crow, and standard tractors—three power sizes—seven models in all.



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Please send a free copy of your new booklet on John Deere LP-Gas Tractors.

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**YOUR FREE COPY IS WAITING . . .  
Send for it today**



**JOHN DEERE - MOLINE, ILL.**



Federal police cars converted by Gas Ideal S. A.

lot with graveled driveways affording easy access to trucks entering from both directions. In addition there are bottle filling facilities of the most modern type at each station, and one station has a carburetion shop. All of these facilities are under the management of Pedro Fuentes V.

### New LPG Stations

The local competitor has also been impressed with the motor fuel possibilities, and has installed a service station and conversion shop. L.P. gas dealers in Saltillo, 55 miles farther west, are building two new LPG service stations on the Monterrey highway in an effort to cash in on the increasing market for motor fuel.

Torreón, in the state of Coahuila, is in an extensive irrigated agricultural district. Most of the water pumping here is done with diesel engines, which enjoy an advantage in the price of fuel. But in this area many of the tractors are operating on LPG. The Ford tractor dealers are taking the lead in this development by offering new tractors converted in their shops before delivery. This is about the southern limit of conversion development at this time.

The managements of the city and intercity bus lines in the three northeastern states are likewise showing great interest in using LPG for motor fuel. While the first class buses in Mexico, such as those of Transportes del Norte, are on a par with the best in the United States, the second class

service is more like small rundown school buses. Many of these companies operate on a shoestring for capital and baling wire for repairs. The fares range from 10 to 25 centavos on city lines, which approximates one to two cents in American money. Obviously operating costs are important and they are eager to save wherever possible. Our party and Mr. Guillermo Sanchez of Potogas Co. inspected three of the four local buses in which LPG carburetion is now being tested in San Luis Potosí. The management is well satisfied, and plans to convert 60 more buses. Fueling facilities must be provided before this takes place. The two local dealers in San Luis are concerned that the people from Monterrey who made the carburetor installation may now build a service

station to fuel the fleet and a bottle plant to help carry the expense of the service station installation

### High Quality Tanks

Two years ago it was all but impossible to obtain good vehicle fuel tanks built in Mexico. Our sales representative, Mr. Ceasar Rodriguez, informs us that high quality tanks are now being manufactured in Mexico City and Monterrey at less than half of the delivered cost of tanks imported from the U. S. The availability of these tanks is largely responsible for the current spurt in conversions.

These better tanks are being made by responsible fabricators who have made thousands of LPG cylinders under government regulations and to



Potogas delivery trucks do a good job of advertising bottled gas in San Luis Potosí.

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Provedora Agricola Lagunera, S. A., Ford tractor agency in Torreon offers converted new tractors.



Sr. Ortegon, with the Longoria Co., Sabinas, Mexico, completes a new J & S conversion.



Plowing demonstrations arouse widespread interest in LPG conversions near Celaya, state of Guanajuato.

very high standards. They are made to 400-psi test specifications, self-imposed by the manufacturers. Numerous dealers and buyers are insisting on these high specification tanks as protection against the hazards of us-

ing other tanks which are not so carefully or strongly constructed. There is much discussion of the need for adequate tank standards imposed by law and enforced by regulations and inspections similar to those in force



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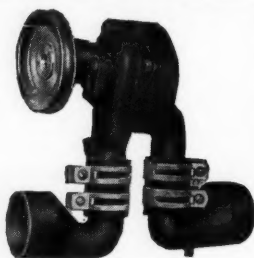
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## Mexico ... Progress in two years is amazing

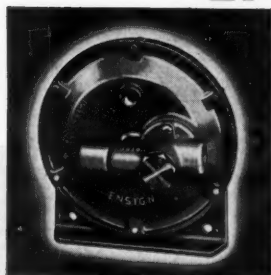
in the United States. Many tanks are being turned out without guards over the fittings, and in some cases they lack such essentials as excess flow check valves and correctly sized or set pressure reliefs. The Mexican LPG industry has recently had some bad scares, and is currently in the mood to improve safety practices. On the other hand, it is feared that any attempt to write regulations will be dominated by those who have something to sell, and that uniform and impartial enforcement is too much to hope for.

The bread and butter of the average L.P. gas dealer throughout Mexico continues to be the sale of domestic appliances and bottled gas. Bulk delivery is rare except in a few outstanding agricultural areas and in a few scattered industrial operations such as bakeries, canneries, cotton gins, ceramic kilns, etc. A few fork lifts and payloaders have been converted for companies like American Smelting & Refining Co., which has extensive mining and smelting operations in Mexico.

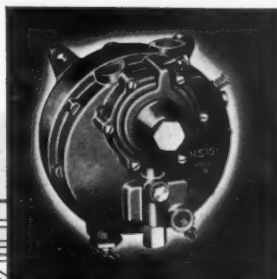
The Ford which was used for the three-state tour, is LPG equipped. Motor fuel was available at most of the towns visited, at prices ranging from 8 to 14 cents (American) per gal. Our 28-gal. (WC) fuel tank proved adequate, and we were able to obtain fuel at Piedras Negras, Sabinas, Monclova, Saltillo, Torreon, Durango, Zacatecas, Aguascalientes, San Luis Potosi, Matehuala, Monterrey, Reynosa, and Matamores. We hoped to get fuel at Fresnillo, near Durango, but the local bottle plant did not have a connector to fit our tank filler valve. On two occasions we left town early without fueling because no attendant was on duty, and had to continue on our reserve of gasoline after running out of LPG on the road.

While much still needs to be done to develop the market and to insure safety in the handling and use of LPG in Northern Mexico, the progress of the past two years is little short of amazing. This is particularly true in the environs of Monterrey, which is the most Americanized of all Mexican cities.

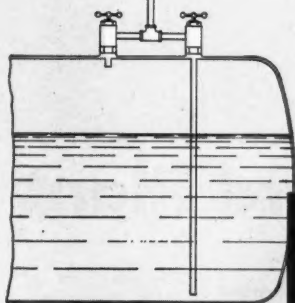
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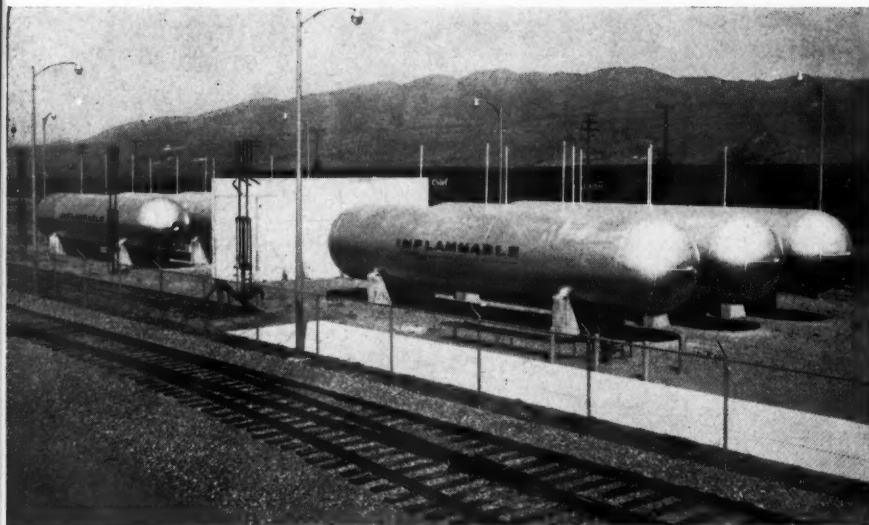


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Six 30,000-gal. storage tanks supply fuel for the standby system at Ford's new assembly plant at Milpitas, Calif. Building in center houses the vaporizers and air-mix units which make the propane interchangeable with natural gas.

## LPG-fueled Forklifts Keep Air Pure in New Ford Plant

By Max Barbour

**Ford Motor Co.'s new assembly plant is a better place to work than was the old plant—and LPG can be credited with a fair share of the improvement. Physically and psychologically, it has contributed toward the increasing of workers' productivity and a corresponding reduction in fatigue. Today, the Ford employee works in a clean, clear atmosphere that is almost totally free of the contaminants that tinted the air in the old plant with a continuous, unpleasant haze.**

ONE of the greatest improvements in the new Ford Motor Co. assembly plant at Milpitas, Calif., is apparent to all of the old employees who came over from the previous plant at Richmond. It is in the air that they breathe. At the old plant, which was designed for the production of the venerable Model "A," in-plant transportation was by means of gasoline-powered fork lifts and tow trucks. The atmosphere was a perpetual haze of exhaust fumes, which dimmed the lights, deposited a film of soot over walls, windows, machinery, materials and workmen, and provided enough carbon dioxide and other harmful impurities to induce premature fatigue and lower the efficiency of those who breathed the polluted air.

In the new plant, propane replaces gasoline in the indoor trucks, and the atmosphere is clean and wholesome. Visible contaminants—soot, oil smoke and blue haze from deceleration do not exist. Carbon monoxide and irritating aldehydes have been so notably reduced that the employees are not aware of their presence. Physiologically and psychologically it is

a better place to work. Fatigue is reduced, and the production curve has shown a definite upward trend. This bonus in cleanliness, health and efficiency is in addition to a sizeable gain attributable to reduced operating cost of the vehicles. Propane as fuel for the Ford factory vehicles is paying off both directly and indirectly, with the latter gains of unquestionably the greatest importance.

The indoor fleet at the Ford Milpitas plant consists of 14 new Clark forklifts of 4000 lb capacity, four similar units of 6000 capacity, and 17 Mercury tow trucks. All of these units were equipped with propane fuel systems at the time of manufacture. Four old gasoline units have been retained from the fleet formerly used in the Richmond plant. These are used principally for yard transportation, and seldom come indoors except in emergencies.

Maintenance of the factory fleet is carried out by L. E. Strikland and G. E. Branham, both of whom were sent to the Clark factory for specialized

**BPN** field report

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## THE NEW MANCHESTER SUPER "8" ANGLE-FLAME BURNER

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4. The new angle flame permits complete coverage of the entire ditch. Simply a twist of the wrist directs the highly effective L.P. Gas flame where it will do the most good.
5. The windproof pilot is very easy to light and is made of new heat resistant metal.
6. The original Manchester trigger valve permits use of flame only when needed, which assures added economy and working comfort when using the Super "8".
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8. The six foot, 270 degree swing boom is located on top of tank and keeps L.P. Gas hose off ground and away from wheels for maximum safety.

You can profitably use the film "Potentials in L.P. Gas Weed Burning" to help you promote sales and increase your summer load. Write for particulars.

You can also choose from the complete line of Manchester LPG conversion tanks; there is a Manchester tank to fit every standard model tractor or truck. L.P. Gas fuel tanks are also available for all 1955 tractor models.

For further information write to

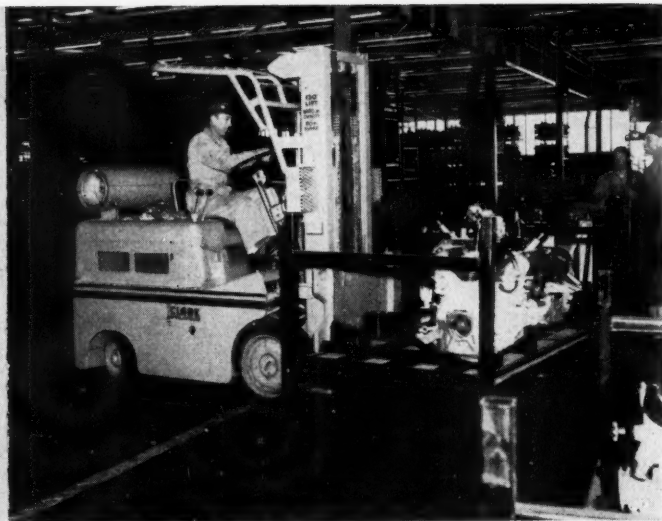


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Forklift (left) with interchangeable propane fuel tank takes a load of engines from the inbound dock. The same engines (right) are delivered to the assembly line. Note absence of haze in the factory air.

training in taking care of the mechanical units comprising the fork lifts, including the carburetion units. In contrast with their previous experience with gasoline-powered industrial trucks, both men regard the maintenance requirements of the propane engines most favorably.

They emphasize that it was formerly necessary to service the gasoline engines every 40 hr, but with propane power they merely inspect engines at 100-hr intervals. The difference between "service" and "inspect" is their way of expressing the improvement in engine operating condition.

They point out that with the higher compression, smoother running propane engine the operation is cleaner throughout—the lubricating oil stays free from contamination, and is in good condition at the end of 500 hr of use, whereas with gasoline it was necessary to drain at 100-hr intervals to get rid of the cold sludge and other impurities which accumulated in the crankcases. The 40-hr service operation on gasoline included checking the carburetors for adjustment, to eliminate as much as possible of the atmospheric pollutants coming out the exhausts, and it was generally necessary during this check to remove and clean the carburetors. With the propane carburetors there are no changes of adjustment due to use, and there is seldom any need to clean either the carburetors or the regulators. Spark plugs were cleaned and reconditioned twice a week on the average with gasoline, while on the propane engines they remain in good condition with no attention at all for months.

Their gasoline engines required a complete overhaul at least once a year. While none of the propane engines has yet required any overhaul work, it appears from observation, and from experience in other fleets operating under similar conditions that a normal life of at least three years between overhauls will be reached.

The saving in man-hours in maintenance of the fleet has been quite important. Three men do all the

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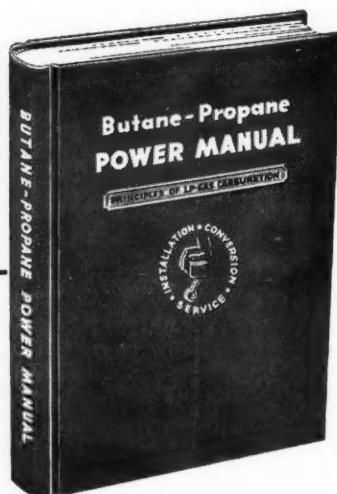
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work. Two are on duty in the daytime, and one at night. This crew would not have been enough with a gasoline fleet of equal size. Operating the 35 vehicles on propane, some of their time is available for maintenance of production machinery in the factory. And with less time out for maintenance work, the vehicles are available more hours during the month. This translates into a direct saving in investment, for these 35 vehicles suffice where a larger number would be required to insure constant movement of materials if they ran on gasoline and required the amount of servicetime that is normal with vehicles running on that fuel.

Fuel for the industrial fleet at the Ford Milipitas plant is supplied by Buck's Butane Co., of San Jose, on a contractual arrangement. This is handled through interchangeable tanks which are refilled at the Buck's plant and returned to the factory. Enough reserve tanks are kept on hand so there is no danger of a shortage, and the refilling schedule can be flexible enough that it can be fitted into the dealer's schedule easily.

The maintenance department would prefer to have complete control over the propane supply, and this may be brought about in the future. The factory has a standby plant consisting of six 30,000 gal. tanks, which is interconnected with the factory piping system which distributes natural gas for the various heat requirements in the plant. This web of pipes leads to the comfort heating system, and to the various ovens, boilers and special applications such as the bonderite coating system. Since the Pacific Gas & Electric Co., which furnishes the natural gas, is heavily burdened with domestic service, which has priority, it is necessary to depend heavily on this standby system for factory heat. The net capacity of the system is 147,000 gal. This is nine day's supply for the factory at maximum use, and at the present time the management does not consider it advisable to divert any of this fuel for use in the industrial trucks so long as their needs can be met at reasonable cost through the outside dealer. Propane is insurance of continuous production, as far as heat is concerned. And for in-factory transportation they are coming to regard it as essential insurance of more efficient production. ■

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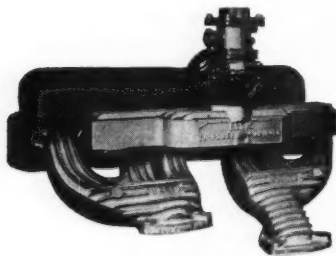
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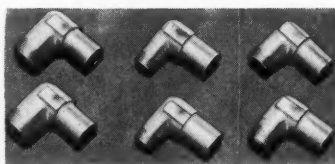
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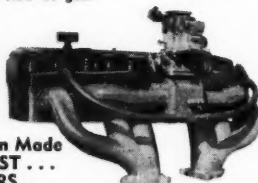
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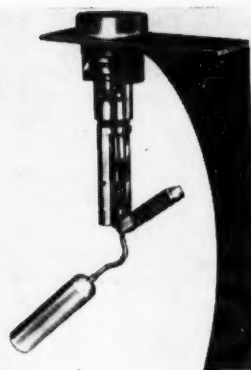


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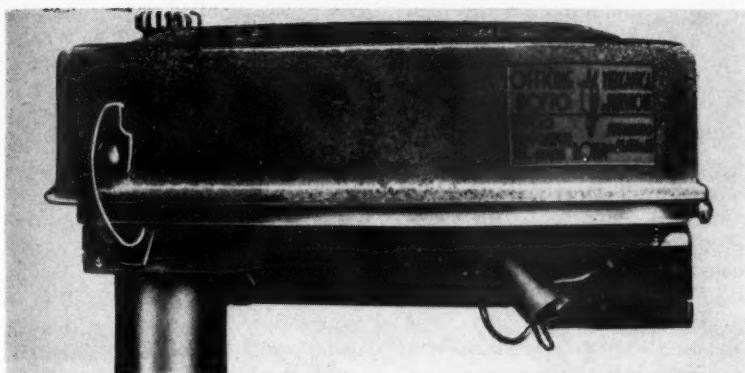
## Italian Carburetor That Country

From a Report by  
Ing. Giovanni Coppa-Zuccari

ITALIANS are looking hopefully to propane as a new low cost fuel for the Italian automobile. But before it can be widely adopted there must be a number of developments which make it convenient to obtain, and which make it safe for the Italian motorist to fill his own fuel tank. Two main problems contribute to this dilemma—the scarcity of automotive service stations, particularly those open 24 hours a day, and the preponderance of bottle service in the L.P. gas industry.

Italian motorists have recently had a chance to see a propane carburetor invented and produced in that country which incorporates a number of features that have not appeared in the numerous carburetors with which the American industry is familiar. This carburetor is the invention of Pietro Botto, technical manager of the Italian patent office. Mr. Botto has also achieved recognition for having developed a variable ratio supercharger for aircraft engines, and the bazooka used by the Italian army in 1942.

The Botto carburetor differs from the American types in several aspects. It does not have a vaporizer

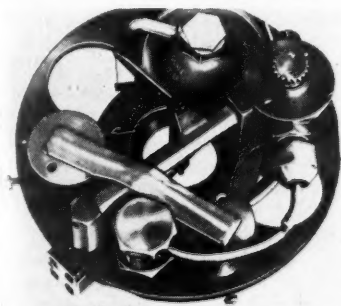


The Botto LPG carburetor attachment is installed on the gasoline carburetor in place of the air filter.

## Revolutionize LPG Market

for the main fuel supply, but delivers liquid fuel through a "nebulizer" directly into the airstream entering the carburetor. This injection is under moderate pressure, and the amount introduced is controlled by a pair of electromagnets operating at engine speed which alternately open and close the orifice in the "nebulizer". The duration of the orifice opening is modified to admit the correct amount of fuel for the varying engine operating conditions by the interaction of linkages actuated by direct connection to the throttle, by a manifold-vacuum actuated control, and by a mechanical automatic advance governor similar to the one in the ignition distributor. By this interaction the amount of fuel injected is said to match the optimum requirements of the engine throughout the operating range.

Idling fuel is provided by a separate circuit depending primarily on



Internal view of Botto carburetor showing solenoid mechanism which rocks injection bar to control opening and closing of the valve.

vapor accumulated in the top of a reservoir built into the carburetor mechanism. Supplemental idling fuel, if required, is obtained as vapor through a regulator which reduces the tank pressure to approximately  $7\frac{1}{2}$  lb above atmospheric.

An automatic cutoff valve shuts off the flow of fuel to the entire carburetor when vacuum is zero and the engine is not turning.

Mr. Botto believes that his carburetion system offers certain advantages over the methods requiring re-

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120 H.P. vaporizer-regulator.  
Used on fork lifts, tractors,  
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**BEAM 800**  
500 H.P. vaporizer-regulator.  
Large trucks, off-the-road  
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CARBURETORS • SOLENOID VALVES



duction of fuel pressure to atmospheric. He cites that vaporization at the carburetor inlet cools the incoming mixture to approximately 64° F, which is considerably below the mixture temperature obtained with systems requiring vaporization in a heated regulator unit. This permits the engine to draw a heavier charge and thereby produce more power. Under conditions of high atmospheric humidity it is also possible to produce micro-condensation of moisture in the intake manifold, which is followed by vaporization of the drop-

lets during combustion of the fuel, giving a slight additional power gain.

The Botto carburetion system is built in two units, one of which is located at the intake of the gasoline carburetor, and the other, containing the electrical mechanism, where it can be driven from the generator shaft.

Problems of fuel supply at points convenient for motorists are not as readily solved as in the U. S. Service stations are not so numerous, and those open for business 24 hours a day are extremely rare. Likewise,

L.P. gas distribution is principally in cylinders. Neither condition makes it easy for the motorist wishing to take advantage of the lower cost of propane to keep himself supplied with fuel for his car. To help overcome these disadvantages Mr. Botto has developed a coin-operated service station dispenser which enables the motorist to secure his own fuel at any time of day or night.

In this dispenser the metering is accurate because of positive separation of vapor from liquid before metering the latter. The flowing liquid drives toothed wheels in the meter, which operates an optical shutter intercepting a beam of light to a photo-electric cell. This counts the revolutions, each of which measures 1/10 litre, and shows on the meter dial. All of the mechanism is internal, permitting the unit to be built without external gaskets, thus preventing the common cause of leaks in the meter.

Allowing the public to operate such a dispenser might lead to dangerous overfilling of tanks. To prevent this, Mr. Botto has perfected an internal attachment for the filler valve of the vehicle tank. This device automatically closes the inlet valve when the liquid reaches the permissible filling level.

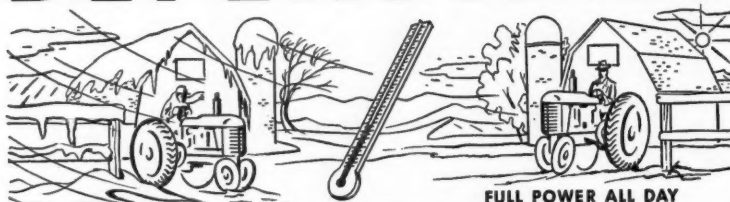
While LPG carburetion in Italy has not yet reached an advanced commercial stage, it is hoped that these and other developments will lead to practical solutions of the problems, and that progress in this line can go forward as facilities can be provided.

### LPG Motor Fuel Service Stations Increasing

The number of motor vehicle service stations making L. P. gas available for transient truckers along our highways is increasing rapidly in response to accelerated demand from the greater number of vehicles which require the fuel. According to the latest issue of *Philgas Time*, that company is now supplying more than 85 such service stations, which are located strategically along the major highways of the Midwest.

Some of these stations are already pumping as high as 10,000 gal. per month. With margins comparable to those on gasoline, LPG still shows price advantages, and with increasing volume due to greater demand the pump installations are showing a tidy additional profit for the operators.

## DEPENDABLE



STARTS EASY ON  
COLD MORNINGS

FULL POWER ALL DAY



## CENTURY LP-GAS CARBURETORS

WITH *Years ahead*  
METERING VALVE SYSTEM



- STARTS INSTANTLY** upon installation.
- GIVES INSTANT POWER**—no choking or fluttering.
- IDLES PERFECTLY.**
- BALANCES POWER** of each cylinder.
- NO MULTIPLE ADJUSTMENTS**—tune up only.
- PERFORMS AT ALL** speeds to pre-set perfection.

**Easy Starting! Perfect Idling! Economy!**

CENTURY GAS EQUIPMENT CO. 11188 Long Beach Blvd., Lynwood, Calif.



# CLASSIFIED Advertising

All Classified Advertising payable with order. Copy must reach publisher's office prior to the fifth of the month preceding publication. Address: Classified Advertising Material, BUTANE-PROPANE News, 198 S. Alvarado Street, Los Angeles 57, Calif.

## DISPLAY CLASSIFIED

\$12.00 a column inch per issue. Choice of 18, 14, 12, 10 pt display type for headings. Set with 1 pt border. Maximum ad size 3". No cuts permitted. Publisher will set ad for maximum effect in space purchased.

UNDISPLAYED CLASSIFIED 15¢ a word. Set in 7 pt type without border. \$3.00 minimum charge per insertion. If Blind Box number care of B-P News is used, count as five words.

## HELP WANTED

**MECHANICAL ENGINEER — EXPERIENCED** in L.P. gas small equipment design preferred. Excellent opportunity with a fast growing eastern manufacturer. Successful applicant will work directly for the chief engineer. Send detailed resume of work experience and personal history to Box 1020, BUTANE-PROPANE News, 198 So. Alvarado St., Los Angeles 57, Calif.

**WANTED: MANAGER, L.P. GAS RETAIL** branch, California. Send qualifications and photo to Box No. 1050, BUTANE-PROPANE News, 198 So. Alvarado St., Los Angeles 57, Calif.

**HELP WANTED: MANAGER-SALESMAN.** To manage propane business. Reply Box 1045, BUTANE-PROPANE News, 198 So. Alvarado St., Los Angeles 57, Calif.

**OPPORTUNITY FOR SALES TRAINING** manager! L.P. marketer with several plants seeking man to assemble and organize sales training material. Will be required to present training procedure in simple logical form. Personal experience in retail door to door selling, including heating and industrial sales would be helpful but not shot sales record not important. Must have personal interest experience and record of success in teaching and training retail salesmen. Must also have ability to talk effectively before small groups and have some flair for showmanship. Salary, traveling expenses and car allowance. Real opportunity for right man. Send complete personal history and resume of past experience. Information will be treated confidentially. Reply Box 1060, BUTANE-PROPANE News, 198 So. Alvarado St., Los Angeles 57, Calif.

## CHIEF ENGINEER

**EXCEPTIONAL POSITION OPEN**  
For graduate mechanical engineer, age 35-45, as head of an engineering department for company in compressed gas industry. Five to ten years experience required in product design and product engineering involving manufacture of pressure regulating equipment and flow control apparatus. Previous experience in organizing and managing an engineering department is preferred. This is a top position with a long established firm in the Midwest, manufacturing and distributing on a national basis products used by hospitals.

### SALARY OPEN

**Will Pay Interview Expenses**  
Please state education, positions held, availability and salary desired. Replies confidential.

**BOX NO. 1055  
BUTANE-PROPANE NEWS  
198 So. Alvarado St.  
Los Angeles 57, Calif.**

## HELP WANTED — Cont.

### LPG SALES PROMOTION MANAGER WANTED

Established, well-known company wants an experienced sales promotion manager for its LPG equipment. Duties include development and execution of sales plans for butane-propane field. Salary open, opportunity for top sales responsibilities. Write in confidence with full details including past connections, compensation desired, etc.

Box No. 1025

### BUTANE-PROPANE News

198 So. Alvarado Street  
Los Angeles 57, Calif.

## BUSINESS OPPORTUNITIES OFFERED

**FOR SALE: ESTABLISHED AND GROWING** L.P.G. business located Nebraska, near oil drilling activity. Complete with delivery trucks, bulk plant, rental tanks, office building and equipment. Doing better than 300,000 gal. year and is increasing rapidly as many Tractors are being converted. Reply Box 1040, BUTANE-PROPANE News, 198 So. Alvarado St., Los Angeles 57, Calif.

**FOR SALE: PROPANE BULK PLANT,** with 160 bulk, 300 bottle customers, selling approximately 300,000 gallons per year. Plant established 4 years. Want to retire. P.O. Box 125, Edinburg, Indiana.

**FOR SALE: WELL ESTABLISHED LP-Gas** business in southwest central, selling over 1,000,000 gallons domestic and industrial gas yearly. Complete bulk plant and motor fuel station. Three delivery trucks, one service pickup, 18 skid tanks, over 40,000 gal. permanent storage with pumps and piping. All land, buildings, storage and equipment owned. Near gas supply. Meters, two way radios. Operating figures available. Price \$60,000. Reply Box 1035, BUTANE-PROPANE News, 198 So. Alvarado St., Los Angeles 57, Calif.

## EXCELLENT OPPORTUNITY

For the right man to develop a going propane business in West Los Angeles, on a profit-sharing basis.

Reply — Box 25697  
Los Angeles 25, Calif.

## BUS. OPPOR. OFFERED — Cont.

**LPG BULK PLANTS. WE SPECIALIZE** in petroleum properties throughout Midwest. Have number desirable plants for sale. PETROLEUM MARKETERS, 605 Produce Bank Bldg., Minneapolis, Minnesota.

## BUSINESS OPPORTUNITIES WANTED

**WANTED TO BUY: BOTTLED GAS OR** bulk gas business. Prefer combination of both. Advise number of customers, gallonage, equipment, trucks, etc. Prefer Ohio, Indiana or Illinois location. Reply Box 1015, BUTANE-PROPANE News, 198 S. Alvarado St., Los Angeles 57, Calif.

## FOR SALE — TRUCKS - TRAILERS

**SAVE TIME AND MONEY WITH NOR-TEX "PACKAGE UNITS"**! They earn more! They cost less! Investigate this 1400 WG U-69 twin delivery unit with high flow piping. It delivers more gas in less time. It's mounted on a new 1955 factory LPG powered International RP-162 chassis with two speed axle. 50 gallon recessed fuel tank, trim skirting, P.T.O., spline jack shaft, Viking mechanical seal pump, 50 ft. filler hose, and ICC lights. Painted white enamel over red oxide. Ready to start making money for you. Only \$4,555.43 including taxes, F.O.B. Denton, Texas. Meters, fire extinguisher and cabinetry available at small extra cost. Call NOR-TEX PRODUCTS COMPANY collect, C-5416, Denton, Texas.

**BUYING YOUR FIRST DELIVERY TANK TRUCK?** In addition to SAVING YOU MONEY, we can give you many good ideas in the operation of a bulk L. P. Gas business. Our years of experience as a retail gas dealer have assisted many new dealers who purchased their first delivery truck from us. WHITE RIVER DISTRIBUTORS, INC. Phone 570, Batesville, Arkansas.

**FOR SALE: PROPANE TRANSPORT, 1953** Mack dual-drive truck, 2-axle trailers, 250# W.P., 7700 gallons net, light weight unit. Reply Box 1010, BUTANE-PROPANE News, 198 So. Alvarado St., Los Angeles 57, Calif.

**TWIN-BARREL TRANSPORT FOR SALE:** Trinity Steel, 5600 gallon capacity, 18 months old. For details write Box 105, BUTANE-PROPANE News, 198 So. Alvarado St., Los Angeles 57, Calif.

**FOR SALE: L-190 TRANSPORT WITH** 450 engine, twin U-69 tanks, 5500 capacity, good shape, very good tires, two spares, running steady, complete for \$7,250.00. Everett A. Lillich, Phone 2-2121, Edgar, Nebr.

**FOR SALE: 5000 TO 5500 W.G. U69** Tandem Propane Twin Barrel Trailers. Choice of 16 with 50% 10:20 tires, air brakes. Now operating. Texas R.R. Commission, ICC, ASME approved. Prices \$3,750 to \$4,500. Delivery will be made to most northern cities for \$200. Write for pictures, details. IRVIN F. NELIS ASSOCIATES, P. O. Box 14472, Houston 21, Texas.

# CLASSIFIED Advertising



## FOR SALE - TRUCKS - TRAILERS - Cont.

EASY TERMS AVAILABLE ON ALL NEW or used propane units. We carry our own paper —no red tape involved. 5 Models of twin or single truck tanks in sizes from 600 to 2300 WG available. You may furnish your own chassis or we have any make or model NEW 1956 Model truck available at prices that really SAVE YOU MONEY. FAST DELIVERIES. WHITE RIVER DISTRIBUTORS, INC. Phone 570, Batesville, Arkansas.

YOU CAN DELIVER MORE GAS IN LESS TIME . . . with the 1800 WG U-69 Nor-Tex Twin Delivery Unit equipped with high flow piping. Trim skirting, 50 gallon recessed fuel tank, ICC lights, Viking mechanical seal pump, P.T.O. and spline jack shaft. Mounted on brand new factory LPG powered International RP-172 chassis with the big 282 LPG engine, 5th overdrive transmission, two speed axle. All ready to start profitable, time saving gas delivering for you. Only \$5,477.67 including taxes. Call NOR-TEX PRODUCTS COMPANY collect, C-5416, Denton, Texas.

DO YOU WANT—BIG HAULS WITH FAST DELIVERY? New 2,000 WG twin propane Model 150 (large DeLuxe cabinets on each side) delivery unit with hi-flow piping, Viking 70 GPM mechanical seal pump, PTO, shaft, piped complete, painted with ICC lights, 50 ft. 1 in. filler hose and mounted on NEW 1956 Chev. Model 6403 chassis with 2 speed, HD springs, BIG ENGINE. at ONLY \$4,865.00 Fed. Excise Tax Paid. Meter and other accessories available. 1956 Internationals, G.M.C.'s, Dodges, and Fords also available. WHITE RIVER DISTRIBUTORS, INC., Batesville, Arkansas.

TRAILER PARK SPECIAL: 750 WG PROpane tank with side cabinet and cylinder rack, space to mount scales, mounted on 1956 Chev., dual rear tires, \$2,915.00. Plumbing, meter, etc., extra. Also ideal for bulk deliveries. EASY TERMS. White River Distributors, Inc., Batesville, Arkansas.

TRANSPORTS: SINGLE OR TWIN barrel; new or used; for lease, or sale on budget or rental sale plan. If you want maximum payload, with all of the latest equipment engineered to fit your truck, roads, and your hauling problem, get the LMC PAYLOADER.

Contact Lubbock Machine & Supply Co., Inc., Drawer 1589, Lubbock, Texas.

## PROPANE DELIVERY TRUCK

Brand new, 1956 Chevrolet chassis and 1200 WG twin or single tank, piped complete with Viking mechanical seal pump, PTO, shaft. 50' filler hose, painted, with lights. READY TO USE, including Fed. Excise Tax, ONLY—

**\$3,678.00 — 25% Down  
Balance 24 Months**

Other sizes of new tanks, with or without chassis, 600 to 2300 WG. Several late model USED PROPANE TRUCKS, 1100 to 1800 gal. in stock.

**WHITE RIVER  
DISTRIBUTORS, INC.**  
Batesville, Arkansas  
Phone 570

## FOR SALE - TRUCKS - TRAILERS - Cont.

FOR SALE: 4500 GALLON TWIN BARREL propane transport U-69, tandem, air brakes, White tractor; both very clean. \$4,500. Elliott Truck Lines, Box 1, Vinita, Okla.

DELIVERY UNITS: SINGLE OR Twin Barrel. Our prices are competitive. We invite comparison between the equipment and price on our units with any competitive units. We believe we can give you the highest payloads per pound of gross vehicle weight. Write, wire, or phone, Lubbock Machine & Supply Co., Inc. Drawer 1589, Lubbock, Texas.

## FOR SALE — TANKS - CYLINDERS

### STORAGE TANKS

Available Immediately

In the following capacities: 1000, 2000, 3000, 5000, 6000, 8000, 10,000, 15,000, 18,000 and 20,000. Your choice of 46" to 96" diameter. Write, wire or call Lubbock Machine & Supply Co., Inc., P. O. Drawer 1589, Lubbock, Texas.

### SKID TANKS

— IN STOCK NOW —

3000 gallon size built especially rugged for oil field use. Write, wire or phone

Lubbock Machine & Supply Co., Inc.  
P. O. Drawer 1589  
Lubbock, Texas

## The Following Equipment Is For Sale at 1/2 Price

— It Is In Good Condition —  
Reason For Selling — No Longer Handling Butane Gas

- 1 - 6000 gal. Butane Tank & Fittings
- 12 - 50 gal. Butane Tanks
- 2 - 75 gal. Butane Tanks
- 7 - 106 gal. Butane Tanks
- 3 - 150 gal. Butane Tanks

All ready for use. If interested, contact:

**SLADE GAS CO.**  
Starke, Florida

## ABOVE GROUND PROPANE SYSTEMS

We manufacture a complete line of above ground propane tanks, approved for all states, in sizes ranging from 115 W.G. to 1,000 W.G. Free delivery within our trade territory, and financing of all types available.

WRITE FOR PRICES.

**WHITE RIVER  
DISTRIBUTORS, INC.**  
Batesville, Arkansas  
Phone 570

## FOR SALE — MISCELLANEOUS

SERVEL GAS REFRIGERATORS  
CLEAN — ALL CHECKED OK  
Model M500A.....\$15.00 each  
Model N500A.....\$18.00 each

In lots of 50 or more.

**FRED A. BROWN COMPANY**  
100 E. Allegheny Avenue  
Philadelphia 34, Penna.  
Est. 1918 REgent 9-1130

DECALS MADE FOR TRUCKS, EQUIPMENT. Small or large quantities. Catalog free. Mathews Co., 827 S. Harvey, Oak Park, Ill.

FOR SALE — IMMEDIATE DELIVERY! Eureka Smokehouse Burner Assemblies! For meat smoke houses using bottled gas. Completely automatic. Clean filtered smoke. Distributes heat uniformly. Low gas consumption. Automatic temperature and pilot control. Less product shrinkage. Easily installed. Write for descriptive pamphlet. Eureka Equipment Company, P.O. Box 396, Beloit, Wisconsin.

## SERVEL Gas Refrigerators

Used, guaranteed in good condition. Clean, attractive, complete.

M400	4 cu. ft. at \$20
M500A	5 cu. ft. at \$22
S400A	4 cu. ft. at \$30
BN600A	6 cu. ft. at \$42

MINIMUM SHIPMENT 12 — LOW DELIVERY COST ANYWHERE

**BEACH REFRIGERATOR CO.**  
196-11 Northern Blvd.  
Flushing 58, N. Y.  
Phone Flushing 7-6161

## — SELL PROPANE — FOR

### FLAME-CUTTING STEEL!

The Rigger "H" cutting torch was especially designed for flame cutting with LP gases. It is an excellent scrap cutting torch. List price \$32.40. Tips list at \$3.00 each.

### SPECIAL INTRODUCTORY OFFER!!

If ordered from this ad, you can buy these torches for a limited time only for:

**\$13.50 EACH IN LOTS OF 6 OR MORE!**

Propane tips to fit these torches cost you just \$1.25 each when ordered with the torches. Single sample torch \$20.25, net. Proxy propane cutting tips are available to fit any torch your customer may be using. Your discount is 40%. They cut as fast as Acetylene and will help you build up your year 'round load.

ORDER TODAY DIRECT FROM

**FLAME CUTTING  
EQUIPMENT CO.**

P. O. Box 455 Dania, Fla.

## HOW TO FIND A BUYER

You can do it quickly, inexpensively with a classified ad in BUTANE-PROPANE News.



# CLASSIFIED Advertising



## WANTED — MISCELLANEOUS

WANTED: QUANTITY OF GOOD, USED 25# Propane I.C.C. cylinders. State age and price. Rural Gas Co., Neyhart Building, Williamsport 3, Pa.

USED BULK AND TRANSPORT TRUCK. Send full information, i.e., W.C., price, etc; and picture. Bob Ross, 2503 W. 56th St., Chicago, Ill.

## PROFESSIONAL SERVICES

CLIENTS OFTEN INCREASE PROFITS 2% or more by using my cost reducing bulk and bottle operating procedures and sales procedures. Property evaluations and special assignments also handled. Floyd F. Campbell, Management Counselor, 821 Crofton Ave., Webster Grove 19, Mo.

KRAFTBILT BUSINESS RECORDS INCREASE your profits—improve your credit—help boost sales. That's why KRAFTBILT LP-Gas Forms are used by more LP-Gas dealers than any others. Simplify your office work—use KRAFTBILT simplified forms. Approved by your Association. Highly recommended by outstanding LP-Gas suppliers. Don't wait! Send postcard now for LP-Gas Forms Catalog. ROSS-MARTIN CO., P.O. Box 800-S, TULSA 1, OKLA.

### Bulk Plant Financing

Pay for your own bulk plant out of profits while using. Write Box 1030, BUTANE-ROPANE News, 198 So. Alvarado St., Los Angeles 57, Calif.

## PROFESSION SERVICES - Cont.

### LP-Gas Consultants

Call us before you buy or sell

Gas Service Corp.

13090 N. W. 7th Ave. Miami 50, Fla.

Phone MUrray 1-4638

### INDIVIDUALLY DESIGNED Ammonia and LP Gas Plants

H. Emerson Thomas  
& Assoc., Inc.  
Westfield, N. J.

### L. P. GAS INSURANCE

Have your agent write us about our Complete and Comprehensive Coverage for Adequate Limits of Liability at Reasonable and Normal Rates with Specialized Safety Engineering and Claim Service. Available only in Alabama, Arkansas, Arizona, Georgia, Kansas, Louisiana, Mississippi, New Mexico, Oklahoma and Texas.

PAN AMERICAN FIRE &  
CASUALTY COMPANY

Earl W. Gammage, President  
P.O. Box 1662 Houston, Texas

## MISCELLANEOUS SERVICES

BUSINESS RECORD FORMS. ALL-WEATHER EZE-SNAP delivery invoices, for use when making LP gas metered truck deliveries. 1000 sets (3 part) imprinted with name, address and telephone. \$17.50 per 1000 sets. DEGREE DAY SYSTEMS, WOODSIDE 77, L. I., N. Y.

COMPRESSORS REPAIRED, REBUILT, exchanged. Specialists in this work for 15 years, offering one-two day service on most jobs. United Electric & Refrigeration, 1013 West 11th St., Los Angeles 15, Calif. Phone RI 8-6022.

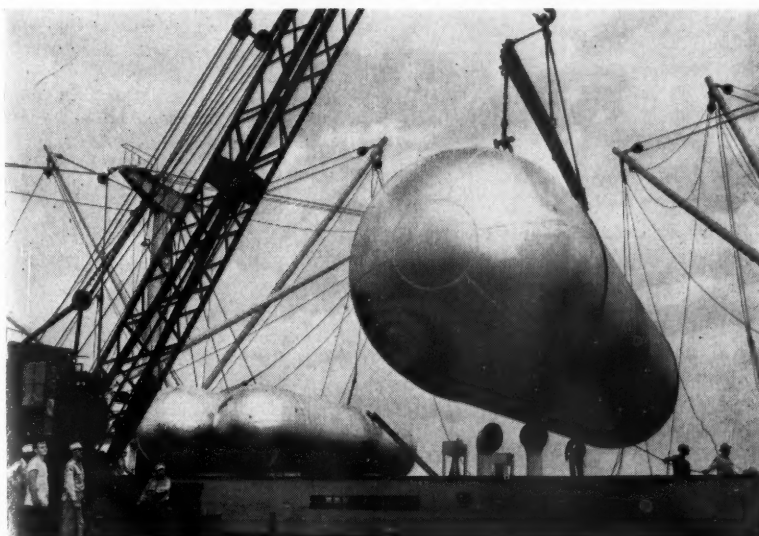
## SELL MORE with Display Classified Ads

This is an example of the attention getting type faces available in display ads in the BPN Classified Section. Cost is only \$12.00 a column inch per issue, an ad this size (3") is \$36.00. The large lines above are set in 18 pt. Other available sizes are shown below.

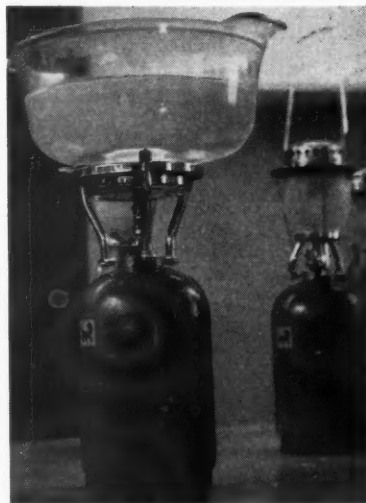
### 14 POINT DISPLAY 12 POINT DISPLAY 10 POINT DISPLAY

Body type is set in 7 pt like this sample. An average of 7 words to the line.

## PIX FLASHES: LPG ABROAD



One of three 18,000-gal. LPG tanks being loaded out at Beaumont, Texas, for delivery to Saudi Arabia. Roney Inc., Dallas, furnished one of their complete bulk plant installations, supplying the plant layout, all Roney fittings, prefabricated piping flanged for easy on-the-site assembly, and pumping equipment for their customer, the National Gas Co., Al Khobar, Saudi Arabia.

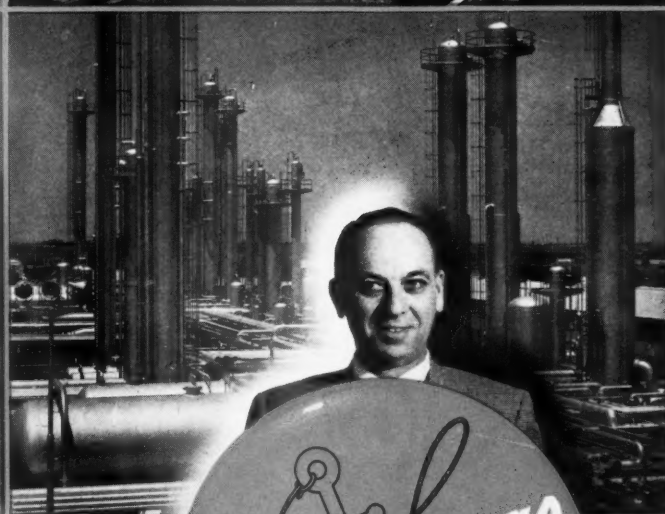
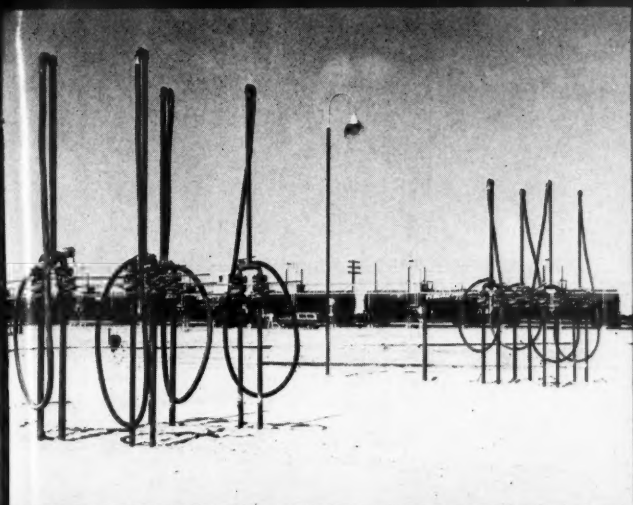


The Italian Agipgas Co. is manufacturing a small container for liquefied butane or propane which holds  $\frac{3}{4}$  gal. (slightly over  $3\frac{3}{4}$  lb). It is equipped with a valve into which the user can screw a burner that works as a small cooking range. The burner can be replaced quickly by another type which functions as a lamp.

# Advertisers

\*These advertisers carry additional information on their products in the 1955 Butane-Propane Catalog.

*ACF Industries, Inc.	143	Ford Motor Co.	137	Power Manual	156
Adams Bros. Mfg. Co., Inc.	136	Garretson Equipment Co. —		*Pressed Steel	
*American Liquid Gas Corp.	—	Valley Industries, Inc.	157	Tank Co	Second Cover, 12, 13
*American Metal Products Co., Inc.	65, 103	Gas Appliance Mfrs. Assn., Inc.	91	Preway, Inc.	71
*American Meter Co., Inc.	—	Gas Machinery Co.	—	Pure Oil Co., The	115
*American Pipe & Steel Corp.	—	General Controls Co.	8, 9		
*American Radiator & Standard Sanitary Corp.	22, 23	*General Gas Light Co.	53	*Quaker Mfg. Co.,	
*Sunbeam Air Conditioner Div.	—	General Motors Co.,		Div. of Florence Stove Co.	—
*American Tank & Mfg. Co.	123	Chevrolet Motor Div.	—	Radio Corp. of America	—
Anchor Coupling Co.	114	Grayson Controls Div., Robertshaw-Fulton Controls Co.	67, 68	*Ransome Co.	—
*Anchor Petroleum Co.	Third Cover	Griffiths, E. F. Co., The	134	Rector Well Equipment Co.	136
*Anco Mfg. & Supply Co.	3	Grinnell Co., Inc.	—	Remington Rand, Inc.	—
Anderson & Forrester	—	Gulf Oil Corp.	33	Reo Motors, Inc.	—
Anthony Co.	—			Reprints from BP-News	110
A-P Controls Corp.	—	Handbook Butane-Propane Gases	129	Reznor Mfg. Co.	—
Armco Drainage & Metal Prod., Inc., Div. of Armco International corp.	—	Hannay & Son, Inc., Clifford B.	136	Rheem Mfg. Co.	111
		Harper-Wyman Co.	—	Richardson Gasoline Co., Sid	51
		Holly Mfg. Co.	141	Ridge Tool Co., The	144
		Hunt Heater Corp.	—	Robertshaw-Fulton Controls Co.,	
*Bagwell-General Steel Co.	98	Imperial Brass Mfg. Co.	—	Grayson Controls Div.	67, 68
*Bastian-Blessing Co., The	84, 85	International Harvester Co.	151	Robertshaw Thermostat Div.	—
Beacon Petroleum Co.	—			*Rockwell Mfg. Co.,	
*Beard Co., Inc., The J. B.	17, 18	*J & S Carburetor Co.	158	Pittsburgh Equitable Meter Div.	1
*Bendix Aviation Corp.	—	Janitrol Heating & Air Cond. Div.,	—	Rockwood Sprinkler Co.	85
Zenith Carburetor Div.	—	Surface Combustion Corp.	—	Roney, Inc.	—
*Birmingham Stove & Range Co.	—	*Johnson Gas Appliance Co.	128	*Roper Corp., George D.	—
*Black, Sivalls & Bryson, Inc.	135	Johnson Machine Shop	152	Ruud Manufacturing Co.	—
Blodgett, G. S., Inc.	19	Krug, D. H. Co.	—		
Bottled Gas Manual	134			Santa Fe Engineering	
*Bowler, Inc.	—			& Equipment Co.	152
Breidert, G. C. Co., Inc.	—	*Linde Air Products Co., Div. of		Scaife Co.	14, 15
Brown Stove Works	140	Union Carbide & Carbon Corp.	139	*Selwyn-Pacific Co.	108, 109
Broyhill Mfg. Co.	142	Lacke Stove Co.	—	Serrick Corp., Steel Cooperage Div.	—
*Brunner Mfg. Co.	—	*LPG Credit Corporation	—	Sheffield Bronze Paint Corp.	—
Bryant Division, Carrier Corp.	57	Lubbock Machine & Supply Co.	83	Shell Oil Company	73
Buckeye Incubator Co.	—	Lun-Dow Co.	130	*Sinclair Oil & Gas Co.	34
Butler Mfg. Co.	—			Skelly Oil Co.	69
				Smith Corp., A. O., Permaglas Div.	—
Calor Gas Company	—			*Smith Precision Products Co.	55
Caloric Appliance Corp.	6, 7	Magic Chef, Inc.	105	*Sprague Meter Co.	Fourth Cover
Carrier Corporation, Bryant Div.	57	Manchester Welding & Fabricating Co.	155	Squibb-Taylor, Inc.	130
Carter Oil Co., The	126	Martin Stamping & Stove Co.	134	Star Manufacturing Co.	—
*Century Gas Equipment Co.	160	Martin Tube Benders, W. H.	—	Standard Meter Repair Co.	—
*Charlotte Tank Corp.	113	*Master Tank & Welding Co.	107	Steel Cooperage Div., Serrick Corp.	—
Chevrolet Motor Div.,	—	McCabe-Powers Auto Body Co.	—	Stewart-Warner Corp.	—
Gen. Motors Co.	—	McNamar Boiler & Tank Co.	131	Stratoflex, Inc.	106
Cities Service Oil Co.	59	Mettler Mfg. Div.,	—	Superior Tank & Construction Co.	—
Coleman Co., Inc.	—	Eclipse Fuel & Engineering Co.	—	Surface Combustion Corp.,	—
*Columbian Steel Tank Co.	—	Milwaukee Gas Specialty Co.	93	Janitrol Heating & Air Cond. Div.	—
*Corken's, Inc.	97	Minneapolis-Honeywell			
Crane Co., The	100	Regulator Co.	24, 25	*Tappan Stove Co., The	89
Crane Packing Co.	124	Mission Appliance Corp.	—	*Temco, Inc.	20, 21
Crouse-Hinds Co.	—	*Mitchell Co., John E.	—	*Texas Natural Gasoline Corp.	28
		Modine Mfg. Co.	112	Texoil Equipment, Inc.	—
Dallas Tank Co., Inc.	79	Moellenbrock & Wilke	132	*Trageser Copper Works, Inc.	101
Dal-Worth Tank Co.	99	Motorola, Inc.	—	*Trinity Steel Co., Inc.	10, 11
Davis Engineering Corp.	—	*Mutual Liquid Gas		*Tuloma Gas Products Co.	30
Day & Night Div., Carrier Corp.	—	Equipment Co., Inc.	138		
Dearborn Stove Co.	102			*Union Carbide & Carbon Corp.,	
Deere, John	148	Natural Gas & Oil Resources Com.	—	Linde Air Products Co. Div.	139
*Delta Tank Mfg. Co.	—	Nelson, Edward S., Ltd.	—	*United Petroleum Gas Co.	—
*Dixie Products, Inc.	16	*Neptune Meter Co.	87	*United States Rubber Co.	—
Dixon Valve & Coupling Co.	—	Nicson Engineering Co.	158	Utility Appliance Corp.	81
*Downtown Iron Works, Inc.	—	Norman Products Co.	121		
Div. of Pressed Steel Tank Co.	122	*North Texas Tank Co.	4, 5	Valley Industries, Inc. -	
Drake & Townsend, Inc.	142	Northwest Fabricators	—	Garretson Equipment Co.	157
				Viking Pump Co.	120
Eclipse Fuel & Engineering Co.,		Ohio Foundry & Mfg. Co.	127		
Mettler Mfg. Div.	—	Ohio Injector Co., The	—	Waldorf Heater Co.	—
Eisele & King, Libaire, Stout & Co.	—	Okadee Company	—	*Wallace, William Co.,	
Ellis Manifold Co.	158			Metalbestos Div.	—
Empire Oil & Refinery Co.	150	Parkdale Co., The	159	*Warren Petroleum Corp	Front Cover
Empire Stove Co.	119	Parkhill Co.	98	*Weatherhead Co., The	117
*Ensign Carburetor Co.	153	*Pasley Mfg. & Dist. Co., The	116	*Welbilt Stove Co.	—
Ever-Tite Coupling Co., Inc.	—	Peerless Mfg. Corp.	133	Western Tank & Steel Corp.	146
		*Phillips & Buttorff Mfg. Co.	141	Whitehead Mfg. Corp., D. W.	—
		*Phillips Petroleum Co.	63	White Products Corp.	129
		*Pittsburgh Equitable Meter Div.,		White River Distributors, Inc.	118
		Rockwell Mfg. Co.	1	Wood Co., John,	
First Acceptance Corp.	—	Powell Co., The William	61	Heater & Tank Div.	75
*Fisher Governor Co.	125	Power Manifold Co.	—	Woodside Industries	26
*Flint Steel Corp.	—				
*Florence Stove Co.,	—				
Quaker Mfg. Co. Div.	—				



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